

Utnarm Competition 2021

BACKGROUND

The students will earn points for interacting with the fair and then the prizes will be raffled out in a lottery where students have one "lottery ticket" for each point earned. There will be 11 prizes, ranging in market value from 700 up to 4000kr. The prizes include an Ipad 2021, JBL bluetooth speakers, Marshall Headphones, Sudio in-ear bluetooth earbuds and Instax polaroid cameras.



HOW TO ENTER

You enter the competition (and therefore lottery raffle) by registering to and attending events held during the event weeks(1/11 - 11/11), as well as participating and engaging during the virtual fair(11/11).

It is very important that you use your student email to register for the events (address ending in "@student.uu.se"). This way we can ensure that only UU students are entering the competition. Students registering to events with any other email than the student email will not collect points for the competition for that specific event.

HOW YOU CAN COLLECT POINTS

You collect points simply by registering and participating in the virtual fair during the fair day, as well as attending events like lunch lectures, workshops and more during the two event weeks.

The following different activities will generate points in the Utnarm Competition:

During the event weeks

- Attending events during the event weeks (lunch lectures, workshops, etc. excluding the hackathon as the winner there will be receiving a separate prize).

During Fair day

- Registering at the fair
- Completing profile
- Engaging in scheduled video calls with companies
- Attending live presentation (webinar, panel discussion, etc.)
- Viewing company booths

POINT SYSTEM

Registering

- Every student registered at the fair will get 1 point, so they are in the running for the prizes.

High completeness of profile

- Students with a 90% complete profile at the closing of the fair will be awarded with 10 points.
- Students with a 100% complete profile at the closing of the fair will be awarded with 25 points.

Chats received from companies

- Students who receive 5 chats from a company representative before the 11/11 16:00 will be awarded 1 point
- Students who receive 20 chats from a company representative before the 11/11 16:00 will be awarded with an additional 3 points.
- Students who receive 50 chats from a company representative before the 11/11 16:00 will be awarded with an additional 5 points.
- Students who receive 100 chats or more from a company representative before the 11/11 16:00 will be awarded with an additional 10 points.

Booths viewed

- Students who view 5 booths on fair will be awarded 1 point
- Students who view 10 booths on the fair will be awarded an additional 3 points

Scheduled video call with company

- Students who attend 1 scheduled video call with a company will be awarded 3 points
- Students who attend 3 or more scheduled video call with a company will be awarded 5 points

Live presentations

- Students who attend 1 live presentation will be awarded 1 point
- Students who attend 3 or more live presentations will be awarded 3 points

Events

- Students who attend a lecture/ lunch lecture (virtual or live) will be awarded 3 points
- Students who attend a workshop will be awarded 5 points
- Student who attend a breakfast event will be awarded 5 points

The maximum amount of points possible to earn is 70.

GENERATING WINNERS

Once we have received and structured all the data from the fair and event weeks, all names will be put in a raffle-type code and winners will be generated.

ANNOUNCING WINNERS

The winners will be announced the week after the fair day, as we need time to process the data. The winners will be announced on the Utnarm Facebook page and the winners will be contacted by email.

HOW THE PRIZES ARE DISTRIBUTED

The winners will be contacted through their given student-email (ending in “student.uu.se”).

The first-place winner will be able to come to Uthgård during a before-hand decided time to have the first pick of the prizes. The second winner will then be able to pick a prize from the items that are left, then the third person and so on, until no prizes are left. There will be a set time to choose and pick-up a prize. In total 11 “big prizes” are available, one person can only receive one of these - not multiple. Other winners will be able to win goodiebags from 2020 and Utnarm profile products.

TRACKING AND COLLECTION OF PERSONAL DATA DURING THE EVENTS AND VIRTUAL FAIR

The action on the fair is traced by Graduateland for evaluation purposes and this information will be used for the Utnarm Competition. The following information is stored:

- Amount of chats received
- Booths viewed
- Live presentations attended
- Name, email address and profile

FAULTY PRODUCTS

If your product you received is faulty due to production error, please contact projectmanager@utnarm.se. By Swedish law you are able to replace products for up to 3 years if the product is faulty due to production error, see (“Reklamationsrätt”/Right of complaint).

CONTACT

If any concerns or questions arise, please contact Anastasia Novikova, Group Leader Corporate Relations, at corporate@utnarm.se.

APPENDIX (CODE)

The code will be released when all data has been collected from Graduatelands IT- team. An overview can be found below.

Input

An excel with one column with a unique identifier, one with names and one column with number of lottery tickets.

Algorithm

A lottery algorithm that gives each point an equal chance of winning. There will be several winners drawn, but once one person has won they can win no additional “big” prize.

Output

A list with name and unique identifier for the winners, in the same order they were drawn by the algorithm.