

Studentday EMBEDDED WORLD

ENOUGH OF THEORY? WE MET@EMBEDDED!

We are still completely over the moon. Embedded world is increasingly becoming one of the most important events of the year. For us an absolute PLACE TO BE!

Embedded in Nuremberg is often called the electronica for developers. This trade fair is characterised in particular by technical discussions, product highlights, but also by a large number of students. That's why Embedded is a must-attend event for us in University Marketing, and one that we are very happy to attend. This year we have come up with something very special.

We developed a concept to bring our network of students to our booth. This is how the **WETECHcircle** came into being. Almost 50 students from 15 different universities accepted our invitation. The meeting point was 10 a.m. at our booth. After a short welcome and a cold drink, there was a briefing on how the **WETECHcircle** should proceed.

The students were split into eight groups. The division was done using the prepared name tags. Depending on the start number, the students lined up at the respective station at our booth.

Through a rotating system of five minutes, we were able to present our products and product groups, us as an employer and our added value for students. After the **WETECHcircle**, each student received a bag with valuable information. A packed lunch was also included so that the students were well-fed. Afterwards, the students were allowed to stroll around the exhibition grounds for the day and gather more impressions. At 3 p.m., some of the students came back to our booth to end the day at the fair with a beer.

We had incredibly good conversations. We made many new contacts and further expanded our university marketing. In addition to our planned event, a number of professors, university employees and students came to our booth.

Many thanks to ALL who participated. We received positive feedback from the students and are already looking forward to the next time.

