

Call for papers

UTmessan 2018 in Iceland - February 2nd and 3rd



UTmessan is one of the largest IT event in Iceland. UTmessan a joint collaboration between Ský (The Icelandic Computer Society), The University of Iceland, Reykjavik University and The Federation of Icelandic Industries. UTmessan has been held since 2011 and is a registered trademark owned by Ský.

The **purpose** of the UTmessan is to highlight the importance of information technology and its effects on individuals, businesses and Icelandic society alike. The **goal** is to see a significant increase in the number of students who choose technical disciplines in universities across the country and especially in computer science.

The event will take place at Harpa Conference Centre and is twofold; a whole day conference on Friday and a big exhibition for the industry and on Saturday we open the fair for the public with free entrance. There will be many tracks at the conference; a track for top level managers and CEOs, a track for CTOs and technical managers and a track for programmers and other tracks for all kinds of IT professionals. Also we will give the IT award at a special ceremony at the end of the day. The fair will be open on Saturday too with free entrance to the public and there we hope to see professionals and families alike take part. We have planned events that hopefully will generate an interest of the younger generations in the IT branch.

You might be what we're just looking for ! We are calling for papers that would interest our broad IT audience. We will host a number of tracks and therefore we will have room for over 50 sessions. We aim to have around 100 booth spaces in the Expo area. Over 1.000 attended the conference part on Friday at last UTmessan and 13.000 people came on Saturday to meet with the IT people in Iceland. That is around 4% of the Icelandic population!

Each submitting party is allowed to submit more than one suggestion, but we prefer quality over quantity. We prefer the sessions to cover **innovations** or subjects that interest people working in or are interested in IT. The sessions also need to **inform, educate** and **motivate**. We will not accept sessions that aim to sell specific products or services. Expect to have up **to 30 minutes** for the session but no more, as we will have a **tight schedule** to run. We aim to have **at least one English** session running each time but some of the sessions will be in Icelandic.

We encourage women also to send in proposals ♀

The committee withholds all rights to choose sessions without any further explanations. The selections will be based on how well the proposed sessions will form into tracks and themes. We also would like to note that we do not pay for sessions, the organization is non-profit and every speaker, staff, committee and board member is a volunteer. Speakers get free pass to the whole conference on Friday and can enjoy other sessions during the day.

UTmessan withholds the right to quote, use and publish and use in part or whole the recordings and slides of each session. Each session will be recorded and put on YouTube and published to the conference website www.utmessan.is after the event.

Call for Papers deadline is November 1st 2017.

Each submission can be no bigger than one **A4** page written with the **Verdana font size 11** (or equivalent). It is our goal to deliver answers on acceptance to all submitters in **December 2017**.

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The following form needs to be filled out for each submission and be sent to utmessan@utmessan.is

Speaker - full name:

e-mail:

Position:

Company:

Short BIO:

Topic (select 1 topic that fit the most):

- | | | |
|--|--|---|
| <input type="checkbox"/> Management | <input type="checkbox"/> Security | <input type="checkbox"/> Telecommunication |
| <input type="checkbox"/> Software Development | <input type="checkbox"/> UX Design | <input type="checkbox"/> Project Management |
| <input type="checkbox"/> Tech / Operation Management | <input type="checkbox"/> Future | <input type="checkbox"/> Innovation |
| <input type="checkbox"/> Data | <input type="checkbox"/> Personal data | <input type="checkbox"/> Education |

Also we want special topic session about things like:

- | | | | | |
|-------------------------|-------------------|---------------------------|----------------------|-------------------|
| - Health Tech | - FinTech | - Government | - Gamification | - Social Media |
| - Marketing | - Virtual Reality | - Artificial Intelligence | - GDPR | - Law Environment |
| - IT Enterprise Culture | - IOT/IOE/IoME | - Testing | - Content Management | - Ethics |

Session name (short but descriptive):

Detailed description of the session – abstract: