Destination AARhus

Destination AARhus was established in 2016 with a strong ambition to put Greater Aarhus on the IT world map. The coalition is a corporate driven initiative compelled by the need for qualified IT-talents. We believe that collaboration is key to attract and retain IT-professionals, and together with Aarhus University and local authorities, we do so by developing and improving the IT environment in Greater Aarhus.

Our coalition is a professional business network with a large community of leading companies in Greater Aarhus. Our member portfolio is locally founded and internationally operating companies with a strong IT profile.

Do you want to join Destination AARhus?

Strong Networks

Executive Network
An exclusive network for IT Executives with a focus on leadership, business development, and digital transformation from a strategic perspective. The network is used for inspiration, knowledge sharing, and discussion on current and future professional challenges. In short: a strategically focussed network for professional and personal relations.

Value: membership of CIO Networks are 20.000 – 30.000 DKK / year.

HR Network
A network of like-minded HR/recruitment/employer branding professionals facing the same challenges in attracting and retaining IT/tech candidates. This network is for sharing experiences, frustrations, and actions. We discuss trends, challenges, and opportunities where we together can approach, develop, and test new ideas. In short: action-oriented knowledge sharing and collaboration.

Value: membership of HR Networks are 5.000– 20.000 DKK / year.

TechTeam
A network of tech-savvy employees from each member company assisting in finding the most relevant, hot topics, the right speakers, and developing the format for our events. They know what buzzwords and trends the companies and tech professionals are interested in, so we can offer the most relevant events each year. In short: a tech-focussed network for senior IT-profiles discussing current and future tech needs.

Value: membership of Tech Networks 11.000 – 15.000 DKK / year.

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Local IT Environment

Events
We organize several high-quality, hands-on IT events with a broad selection of featured topics. Annually we host 2-4 Workshops and 8-10 Meetups inviting international, national, and local experts to touch upon the most current and demanded topics within IT. We allocate much of our budget for events, so our members' employees stay informed, educated, and inspired.
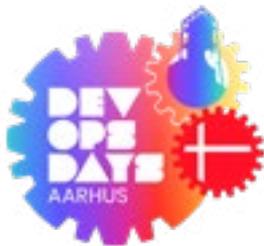
Value: 300.000 DKK / year.

Knowledge Sharing
As a part of our events, we engage the internal experts and specialists from our members and arrange knowledge sharing sessions across the companies. These events have led to new networks across teams and organizations, and they have furthermore inspired some organizations to take on new technologies and approaches as a result.

Local Engagement and Collaborations
To attract and retain IT professionals to/in Greater Aarhus, we believe it is key to have an attractive IT environment. We engage with existing local events and initiatives, and collaborate with external partners to develop and attract more events to Greater Aarhus.

Increase Talent Pool

TechBlog
With the TechBlog, we give interested candidates an even deeper insight into with the companies' IT/tech teams are working on. We help position our members as tech companies with technology at their core. The main purpose is to develop an alternative communication channel for peer-to-peer exchange across teams, companies, and interested tech professionals.

Ambassador Team
The Ambassador Team is sharing their personal experiences of being an international, working with tech and living in Greater Aarhus. Their stories are personal and thus trustworthy for interested international tech professionals, and their network increases the multiplier effect.

International Hackathon
Together with a group of our members we run a hackathon for IT students at a strategically selected international university. The hackathons focus on introducing innovative companies and increasing the awareness of the career opportunities in Greater Aarhus.

Value: 240.000 DKK / hackathon.

International Computer Science Students
We collaborate closely with The Department of Computer Science at Aarhus University to attract top international Master's Degree students and matching them with our member companies for student jobs and full-time positions as graduates.

Annual membership: 100.000 DKK
Monthly membership: 10.000 DKK*
*Mimimum 6 months commitment

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