



## Call for papers

### UTmessan 2015 in Iceland - February 6th and 7th

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 the public on Friday and Saturday. 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 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.

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.

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.

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 published to the conference website [www.utmessan.is](http://www.utmessan.is) some weeks after the event.

Examples of interesting topics (note this is not a full list):

Security	NFC	On-line banking	Multimedia
Mobile	BitCoin	Mobile banking	Information Retrieval
BI	Open Source Technology	Testing	Digital Rights Management
Big Data	3D printing	Backup	Compression and Coding
Social newtorking	Digital Agenda	CRM	Analysis and Processing
Social media	Artificial Intelligence	Network	Computer Graphics;
Content marketing	Agile	Information-Measuring	Data mining
Education in IT	Kanban	Technologies	Soft Computing
Databases	Scrum	Metrology, Standardization	Web based applications
In memory	Web Design	and Certification	IP
APP	PCI	Information Security	4G
Disruptive Technology	ISO	World Wide Web and Social	Internet of things
Gamification	Strategy	Communication	



The following form needs to be filled out for each submission and be sent to [sky@sky.is](mailto:sky@sky.is)

**Call for Papers deadline is October 1st 2014.**

Each submission can be no bigger than one **A4** page written with the **Georgia font size 11** (or equivalent). It is our goal to deliver answers on acceptance to all submitters **no later than December 1nd 2014.**

If you need more information you can contact [sky@sky.is](mailto:sky@sky.is) or look at [www.utmessan.is](http://www.utmessan.is)

Over 850 attended the conference part at last UTmessa and over 9.000 people came on Saturday to meet with the IT people in Iceland. That is around 3% of the Icelandic population!

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**Speaker - Full name, e-mail and current employer:**

**Short BIO:**

**For whom ? (Beginner / Advanced in the topic):**

**Session name:**

**Session topics (tags):**

**Detailed description of the session:**