

PARTNERSHIP BOOKLET

2016 - 2017



Board of European Students of Technology Ghent
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The Dean Talks

Dear Reader,

The Faculty of Engineering and Architecture at Ghent University is internationally renowned, not only for its educational programs but also for its research activities. Indeed, we are participating in numerous international educational programs (via Erasmus Student Exchange, by taking the (co)lead in several Erasmus Mundus Programs, via international internships, via our National Secretariat of IAESTE mandate - the International Association for the Exchange of Students for Technical Experience, ...). And we are a key partner in numerous national and international research projects and networks as well.

Of course, internationalisation isn't just about professors or researchers going abroad to give lectures at foreign universities or to have research meetings with international teams. Internationalisation starts with students! Students leaving their familiar surroundings to take courses abroad, and vice versa: foreign students coming to our faculty, and hence, enriching our faculty community.

In this context, our Local BEST Group plays a crucial role. They send students to other European universities, to participate in courses and workshops. They organise complementary courses, and engineering competitions, where students can improve their skills in an interactive (I would even say: often very lively) way.

Every year, our Local BEST Group is also organizing a high quality Summer Course. The Faculty of Engineering and Architecture is strongly supporting this effort. Therefore, I hope to see you on one of their many activities!

Yours sincerely,



Rik Van de Walle

Dean of the Faculty of Engineering and
Architecture

Ghent University



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BEST at a Glance

BEST IN NUMBERS

- 95 Universities
- 1 300 000 students reached in Europe
- 33 European countries
- 3600 members
- 2000+ students attending a course abroad
- 100+ events organised in Europe annually



ABOUT BEST

The Board of European Students of Technology is active for students in 95 universities across 33 countries. It is a non-profit and non-political organisation that has been enabling cooperation, communication and student exchanges with the most important technical universities throughout Europe since 1989.

BEST has a 24 year old history at the University of Ghent, with approximately 160 alumni. Nowadays our group consists of about 40 active members spreading the BEST spirit among the engineering students by organising all kinds of academic and non-academic activities.

Together with the international students attending courses and other events, BEST Ghent reaches a target audience of more than 4000

engineering students.

BEST strives to broaden the horizon for European technology students and to increase crossborder cooperation. In addition, through its activities, BEST manages to close the triangle 'students-companies-universities'.



MAIN ACTIVITIES

Complementary Education

Throughout the year, we organise learning, self-development and leisure courses for European students. They get to know the newest technologies and scientific achievements and bind close friendships.

Career Support

On our virtual career portal, students (more than 52000 registered users) can find job offers, seminars, internships... The offers are provided by our international partners.

BEST Engineering Competitions

During the competitions, the participants develop their social and cooperational skills working on a Team Design or Case Study while making use of their technical knowledge.



Summer Course

Courses are the core business of BEST. The concept is simple: we gather 22 students from 95 different European technical universities around one topic. And then we provide them with the perfect mix of academic training and social connections.

ACADEMIC

BEST Ghent has built a strong connection with the professors of our engineering faculty. They provide us with excellent accommodations for the lectures and lab events at the university. Furthermore, motivated professors prepare and deliver a series of top quality courses to our participants.

SOCIAL

Aspiring engineers will need strong social skills. After all, they need to work in highly diverse teams with different cultural backgrounds, without ever meeting beforehand. Our BEST course provides the perfect opportunity to enhance these kinds of soft skills.



THE PEOPLE

First of all we have the 22 European participants selected from the approximately 200 applications we receive yearly. Furthermore they show their international and independent mindset by travelling to a foreign country without knowing anyone.

Secondly, we have the organisers. 25 students, close to graduation, from Ghent University will work day and night to ensure the proper flow of the Summer Course. They do this because they believe in the vision of BEST: bringing European students closer together.

MUTUAL BENEFIT

Companies allow us to add another level to our Summer Course. A company visit or a lecture can give new insights to our students. At the same time, our partnerships allow us to keep our Summer Courses accessible, so that truly every student has the opportunity to go and explore Europe. In return, we offer an opportunity to get in touch with a group of students working on one central topic, with very desirable profiles: the international-minded, independent and enthusiastic international students and the local volunteers, who have exceptional motivation and organisational experience.

COOPERATION

Since there are so many possibilities for cooperation, we would recommend a face-to-face meeting to discuss which solutions are optimal for your company. However, to give an idea, a selection of activities is included in the table below.

What We Offer	Price
Workshop with participants	€ 1000
Company visit	€ 1000
Sponsered event	€ 750
Company presentation	€ 750
Promotion on all materials	€ 500
Social media package	€ 250

Engineering Competition - EBEC

One of the core activities of BEST is the organisation of the European BEST Engineering Competition, or in short EBEC. Teams of four students compete against each other in solving real problems of companies (Case Study) or constructing a solution for a given task with a limited amount of materials and within a limited period of time (Team Design). The winning team will be selected based on accomplishment of the task, innovation, and presentation. Each year BEST Ghent organises three preliminary rounds and a local round in which hundreds of local students participate.

PRELIMINARY ROUNDS - TEAM DESIGN PLATEAU, SCHOONMEERSEN AND KORTRIJK

Students from the three Ghent University engineering campuses (Schoonmeersen, Kortrijk and Boekentoren) have to qualify during the preliminaries at each of their campuses for the EBEC Local Team Design. The format is similar to that of the local round, that has been tested and approved for years, yet quite unique, since BEST Ghent is the only BEST group that organises preliminary rounds.

LOCAL ROUND - EBEC GHENT

At our Local BEST Engineering Competition, teams of Ghent University students compete in the Team Design or Case Study category. They get judged by a jury consisting of company delegates, professors and the dean. The winner can go to EBEC Benelux. Besides this competition, we also organise one for high school students to let them discover the university, BEST and engineering competitions.

REGIONAL ROUND - EBEC BENELUX

The winners of the 7 local competitions in Belgium, the Netherlands and Germany will compete in Case Study and Team Design at EBEC Benelux. The winning teams in each competition will go on to the next and final round: EBEC Final.

FINAL ROUND - EBEC FINAL

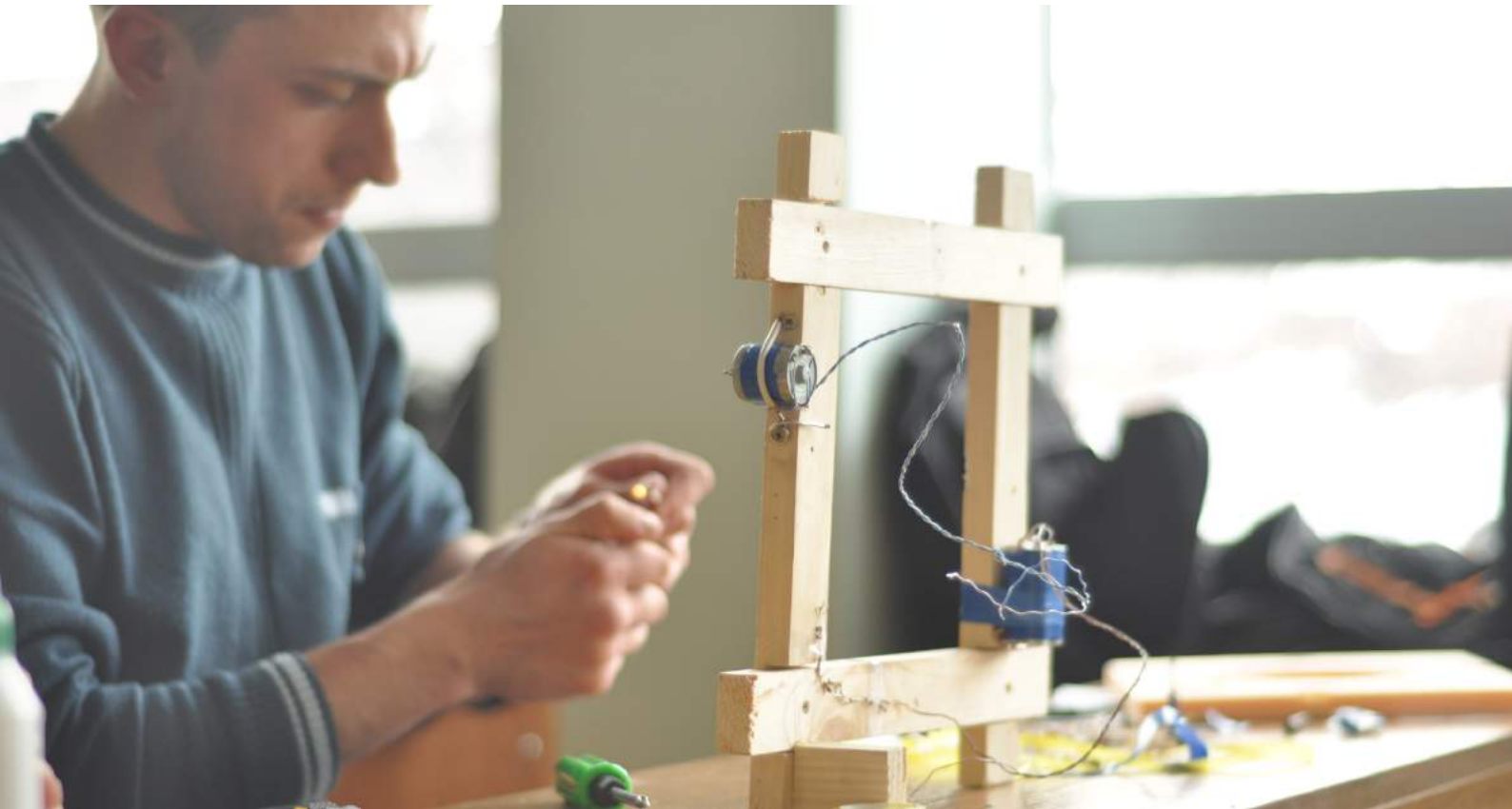
EBEC Final is the final round of this immense European collaboration. In this event, 120 contestants from all over Europe will compete. The first edition in 2009 was organised in Ghent by our very own Local BEST Group. In 2012, the team from Ghent won the Team Design final in Zagreb.



Your company can be our partner for this challenging competition. Options for cooperation for the EBEC Preliminaries, the EBEC Local Round and EBEC Benelux are listed below.

PRELIMINARY ROUNDS

What We Offer	Team Design Kortrijk	Team Design Schoonmeersen	Team Design Boekentoren
Logo on printed materials	✓	✓	✓
Logo on event t-shirt	✓	✓	✓
Logo on event website	✓	✓	✓
Company Presentation (30 min)	✓	✓	✓
Choice of Topic	✓	✓	✓
Price	€ 1500	€ 1500	€ 1500





REGIONAL ROUND - EBEC BENELUX

What We Offer	Diamond		Gold	Promo
Promotion on all EBEC BeNeLux materials	✓		✓	✓
Exclusive Team Design partner for 1 day	✓	✓	-	-
Exclusive Case Study partner for 1 day	✓	-	✓	
Representation in jury	✓		✓	-
Company Presentation	✓		✓	-
CVs from the participants	✓		✓	-
Invitation for closing ceremony	✓		✓	-
Prizes for winning teams	✓		✓	-
Price	€ 5000		€ 3000	€ 500

LOCAL ROUND - EBEC GHENT

What We Offer	Team Design	Case Study
Logo on printed materials	✓	✓
Logo on event t-shirt	✓	✓
Logo on event website	✓	✓
Company Presentation (30 min)	✓	✓
Choice of Team Design Topic	✓	-
Choice of Case Study Topic	-	✓
Price	€ 2000	€ 2000



Corporate Partnership Offer

A corporate partnership is the closest way to work together with BEST Ghent. It has two main focus points. On one side it offers extensive branding opportunities through our widespread promotion campaigns. On the other hand we build a strong connection between you and BEST Ghent with contact evenings.

PROMOTION - *Get recognized & share your message*

Promotion of the Courses (4 times/year). Your logo on:

- 800 flyers to promote all courses
- Presentations in class rooms
- T-shirts of our own course

EBEC:

- Posters in university to encourage local teams
- Presentations in class rooms
- T-shirts for participants and organisers
- Possibility to place banner on event.
- Your promotion materials in the welcome package for the participants

Other visibility:

- On our web page and Facebook page as corporate partner
- On our web page there will be a banner with your logo and link to your web page
- Full page in the booklets we distribute at events
- On all other promotion material we distribute
- On all T-shirts of all the events we organise

COOPERATION - *Get to know the members of BEST Ghent*

We want to build an even stronger connection between your company and BEST Ghent and therefore we arrange contact evenings each year. This way we get to know you even better, are able to see how it is like to work in your company and you can meet all the members of our Local BEST Group.

LOCAL BEST CAREER SUPPORT - *Our career center*

BEST Career Support gives you access to all CVs from students who go on a course and of all the local students in our database. Moreover this allows you to send Career Newsletters to all subscribers of our Local BEST Group.



As you can see, the corporate partnership grants you a very personal connection with LBG Ghent. Moreover our extensive promotion campaign will increase your visibility for all students of the Faculty of Engineering and Architecture as well as the Faculty of Industrial Engineering campus Schoonmeersen and Kortrijk.

What We Offer	Corporate Partner
Seasonal Course Promotion	✓
EBEC Promotion	✓
Online Promotion	✓
Contact Evenings	✓
BEST Career Support	✓
Price	€ 1500

Regional Meeting

Twice a year, around 60 delegates from Local BEST Groups of our region, consisting of Ghent, Groningen, Leuven, Liege, Lisbon, Milan, Nancy, Naples, Paris, Valencia and guests from other universities, come together for an intensive four-day working event. They participate in different training sessions and discussion groups, all in order to prepare the strategy of the region and their BEST Groups. The preparations for the General Meetings are also made here. All of the above helps us to strengthen our cooperation and improve BEST as a whole.

As with every event BEST organises, the interaction between students, academics and companies plays a key role on how we work and for our Regional Meeting, this is no different. The presence of your company would be a great added value to the event. Some possibilities for cooperation are listed in the table below.

What We Offer	Price
Workshop with participants	€ 1500
Interviews with participants	€ 1500
Company presentation	€ 750
Promotion on all materials	€ 500

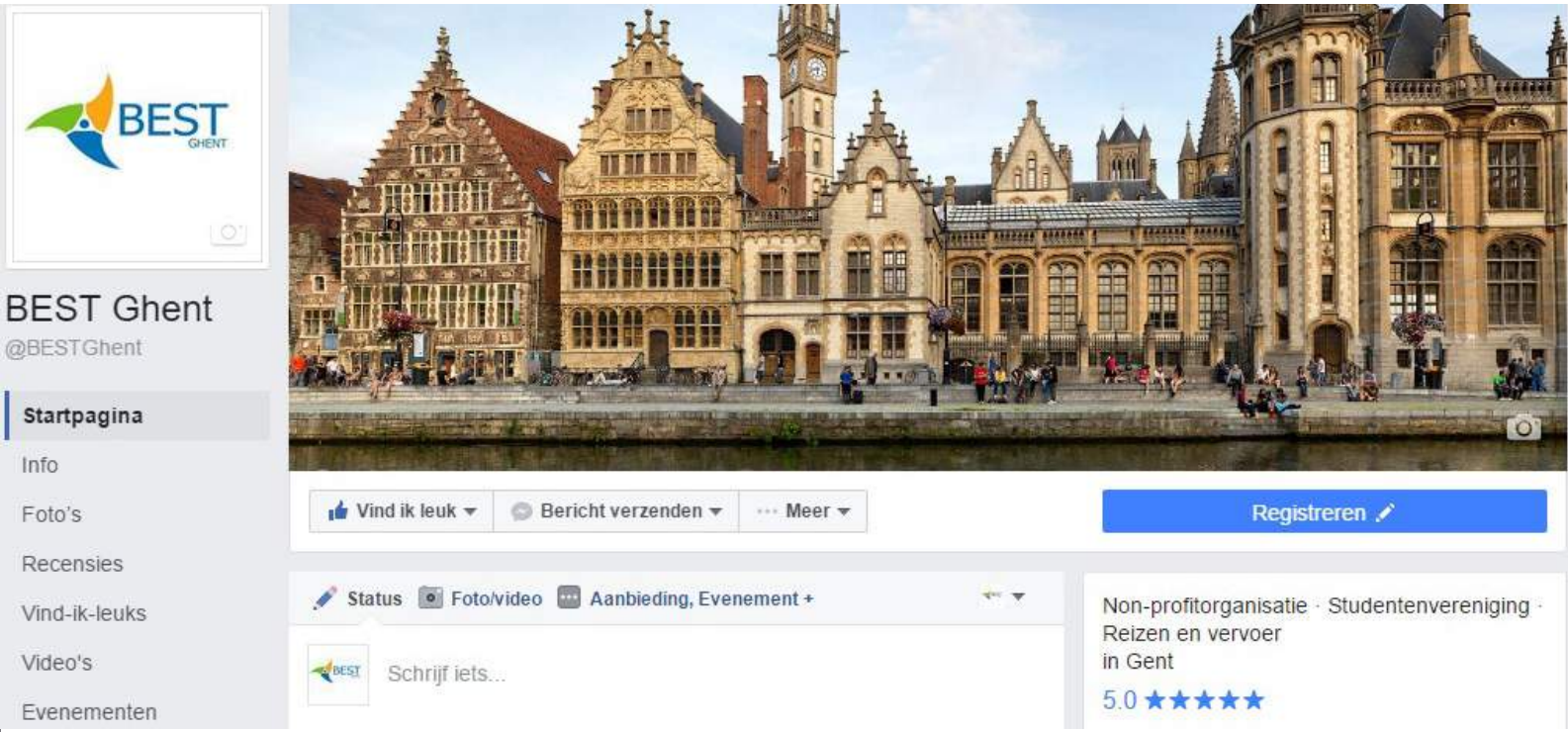
Social Media

BEST Ghent is constantly reaching students through social media. We use our Facebook page for promotion of our own events, and there is also a possibility for your company to use this platform. Our audience exists out of mainly students from the Faculty of Engineering and Architecture. Here are some statistics about our Facebook page:

- 1200+ likers
- 66% are in the age range of 18 - 24 year old
- 31 % are in the age range of 25 - 34 year old
- 1500 people are reached on average with one Facebook post

Up to 4 posts featuring your company are included. This package costs € 250, but other offers can also be made, such as goods that can be useful for our events or our organisation, e.g. food and drinks, office supplies, ...

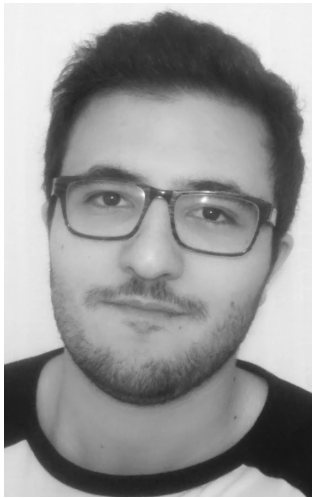
What We Offer	Price
4 Social media posts	✓
Price	€ 250



Previous Partners



Contact



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