



PARTNERSHIP BOOKLET

2017 - 2018



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!



Rik Van de Walle

Dean of the Faculty of Engineering and
Architecture

Ghent University

Yours sincerely,

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BEST AT A GLANCE

BEST IN NUMBERS

- 95 Universities
- 1 300 000 students reached in Europe
- 32 European countries
- 3800 members
- 2000+ students attending a course abroad
- 100+ events organised in Europe annually



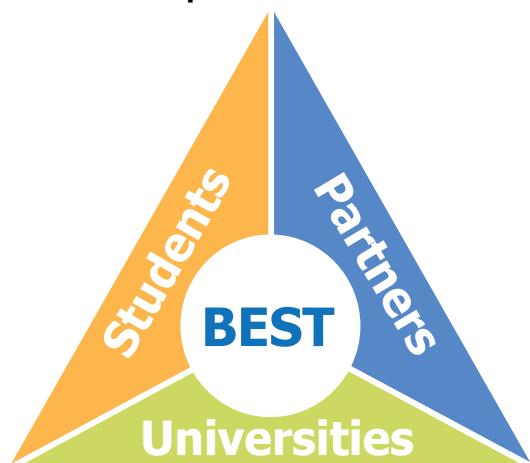
ABOUT BEST GHENT

The Board of European Students of Technology is active for students in 95 universities across 32 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 25 year old history at the University of Ghent, with approximately **170 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 over 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**'.



CORE SERVICES

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 cooperative skills working on a **Team Design or Case Study** while making use of their technical knowledge.

PROFILE OF A BEST MEMBER

- Engineering student
- Trained in **soft skills:**
 - ✓ Leadership
 - ✓ Communication
 - ✓ Delegation
- Hardworking
- Experienced in organizing large events
- Team spirit
- Internationally involved





SUMMER COURSES



SUMMER COURSE

Seasonal Courses are one of the core business of BEST. The concept is simple: we gather 25 students from 98 different European technical universities around one topic. In the technological heart of Ghent, 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.



25 PARTICIPANTS

Selected from 200+ applicants
European engineering students
International and independent mindset

25 ORGANISERS

BEST members from Ghent
Close to graduation
Passionate & hardworking

MUTUAL BENEFIT

Companies allow us to take our Summer Course to the next level. 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. Apart from that, we also provide **visibility** to other students at the Ghent University Faculty of Engineering and Architecture.

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

Workshop with participants

Company visit

Sponsored event

Company presentation

Promotion on all materials

Social media package



ENGINEERING COMPETITION - EBEC

One of the core activities of BEST is the organisation of the **European BEST Engineering Competition** (EBEC), the biggest Engineering Competition in Europe. 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 Plateau) 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. **180 students** participated in the preliminaries last year.

LOCAL ROUND - EBEC GHENT

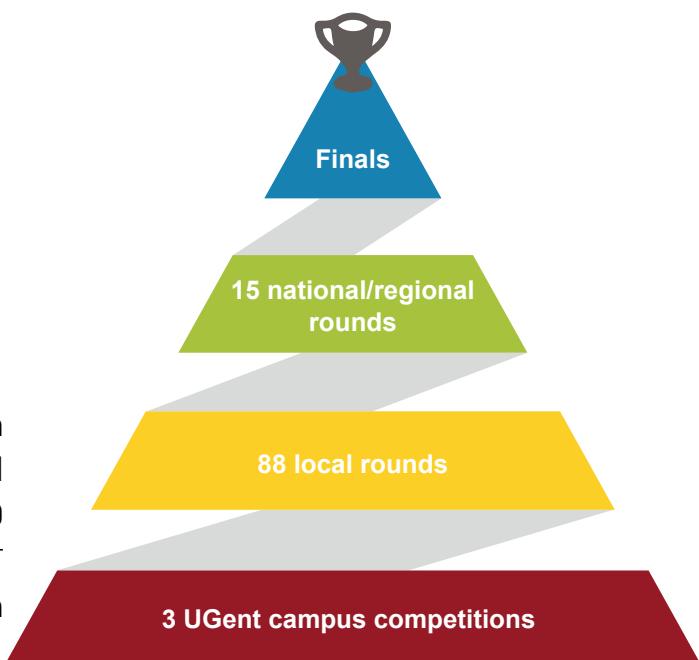
At our Local BEST Engineering Competition, around 15 teams of Ghent University students compete in the Case Study category. Apart from that, the 15 teams that got selected during the Preliminaries prove their worth in the Team Design category. They get judged by a **jury consisting of company delegates and professors**. 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 8 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

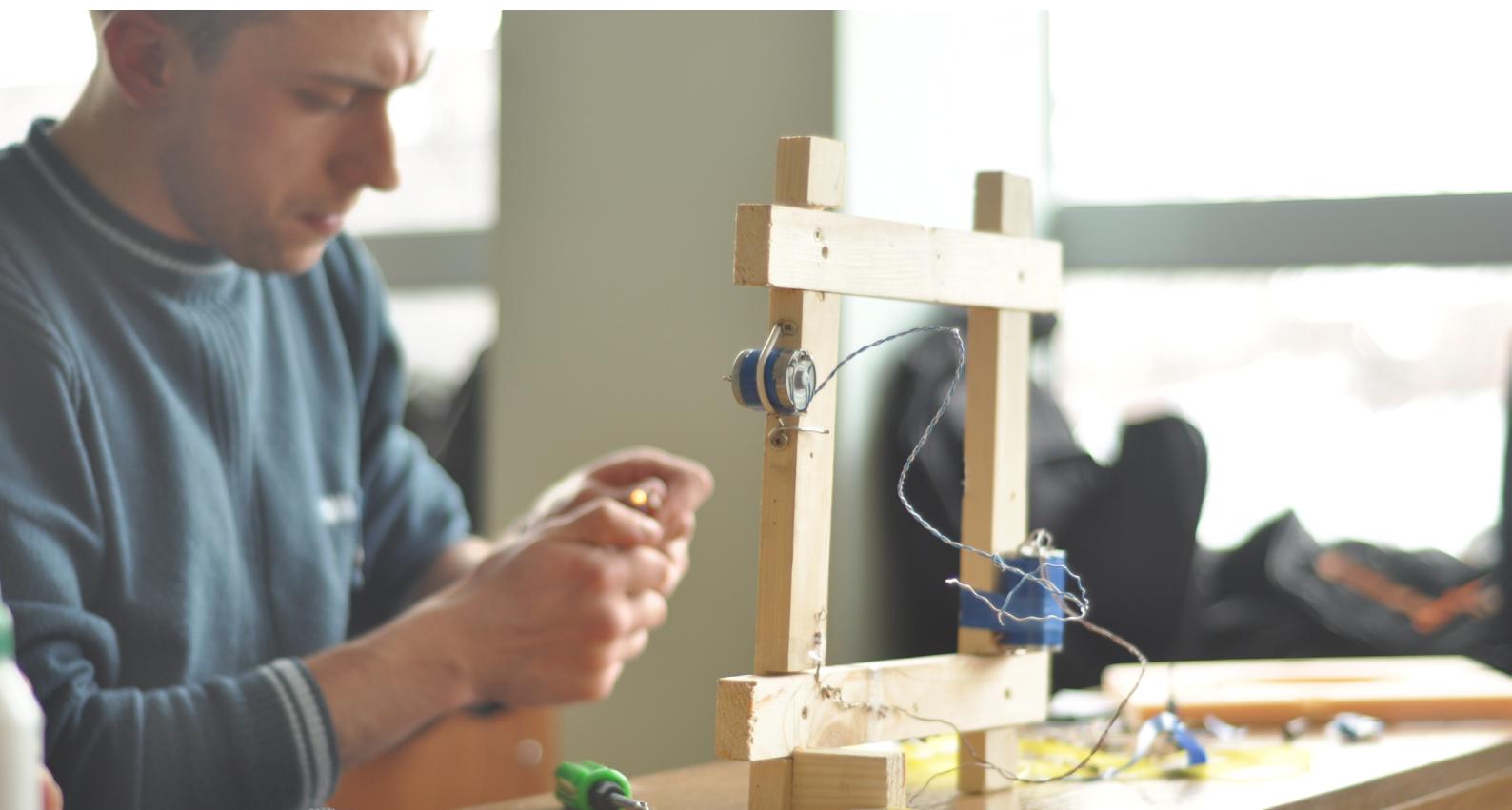
EBEC Final is the final round of this immense European collaboration. In this event, 120 contestants from all over Europe will compete. The first edition in 2009 was organised in Ghent by our very own Local BEST Group. In 2012, the team from Ghent won the Team Design final in Zagreb.



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 Plateau
Logo on printed materials	✓	✓	✓
Logo on event t-shirt	✓	✓	✓
Logo on event website	✓	✓	✓
Company Presentation (30 min)	✓	✓	✓
Choice of Topic	✓	✓	✓





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	-	✓

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	✓	✓	-





CORPORATE
PARTNERSHIP

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 the members of BEST Ghent with contact evenings.

PROMOTION - *Get recognized & share your message*

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

- 1500+ flyers to promote all courses
- 20+ presentations in class rooms
- T-shirts of our own Summer 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 a **contact evening** and networking event twice 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 Evening / Networking Event	✓
BEST Career Support	✓

SOCIAL MEDIA & VISIBILITY

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.**

Apart from our Facebook page, we also maintain a **Career Mailing List** for students who once participated in our events.

Up to 4 posts or one newsletter featuring your company are included. Instead of the price mentioned below, 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, ...

FACEBOOK PAGE

- 1500+ likes
- 64% are in the age range of 18 - 24 year old
- 32 % are in the age range of 25 - 34 year old
- 2000 people are reached on average with one Facebook post

What We Offer

4 Social media posts

Send Career Opportunities on newsletter



The screenshot shows the Facebook profile of 'BEST Ghent'. The profile picture features a group of people in dark hoodies with the 'BEST' logo. The page name is 'BEST Ghent' with the handle '@BESTGhent'. A sidebar on the left lists navigation options: Home, Info, Photos, Reviews, Videos, Events, Posts, Services, and Shop. The main content area displays a large photo of a group of people in the woods, followed by a status update input field and several interaction buttons (Like, Follow, Share). Below the photo are four call-to-action buttons: 'Share a Photo or', 'Advertise your', 'Start a Live Video', and 'Get Sign-ups'. To the right, there's a section for 'Charity in Gent, Belgium' with a 5.0 rating and a 'Sign Up' button. Another section titled 'Page tips' includes a tip about inviting friends.



PROMO IN GHENT

Are you a Ghent-based company who wants to gain more visibility among the local students?

AUDIENCE

BEST Ghent is active in both campuses of the Faculty of Engineering and Architecture in Ghent, and has a target audience of **4000 students**. We can help boost your business by providing visibility and increasing brand awareness among this crowd.

GOODS & FOOD

We're always up for deals! Instead of supporting the organization financially, trading promotion for goods is definitely a possibility.

We'd love to make **arrangements regarding food, drinks, office supplies, etc.** Students remember brands better if it went through their hands,. Even more so: if they are convinced of the quality, why wouldn't they come back for more?

What We Offer

Logo on posters/flyers of one local event

Logo on posters/flyers of two local events

Logo on posters/flyers of all local events

PREVIOUS PARTNERS



PHILIPS



BEKAERT
better together



Tractebel Engineering
Svez



belgacom



P&G

Deloitte.



DELTALIGHT®

Vlerick Leuven Gent
Management School



Electrabel

BAIN & COMPANY



ABB



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