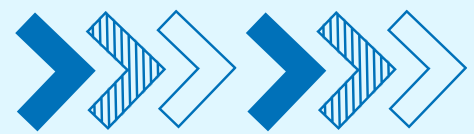
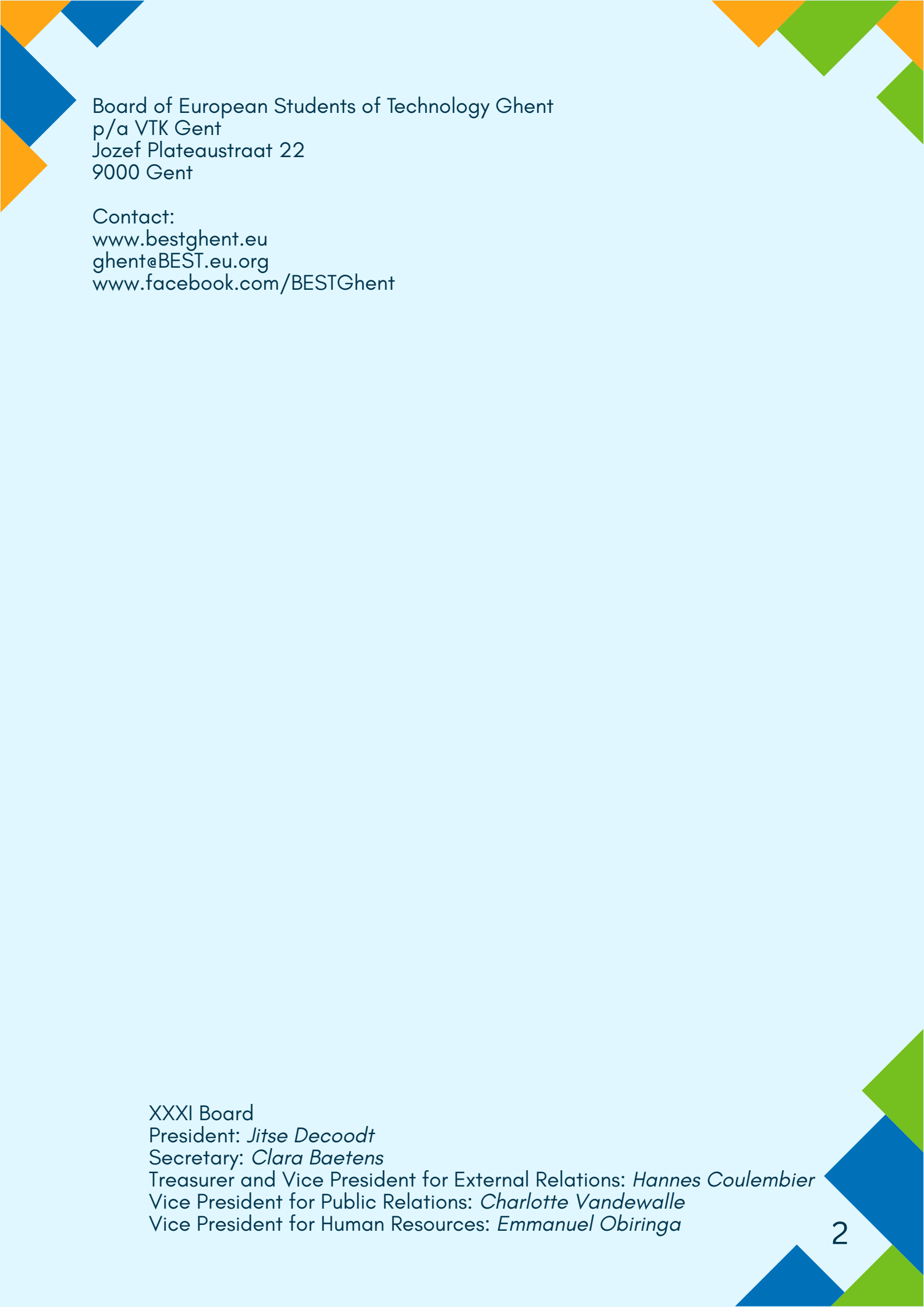




2025-2026

PARTNERSHIP BOOKLET





Board of European Students of Technology Ghent
p/a VTK Gent
Jozef Plateastraat 22
9000 Gent

Contact:
www.bestghent.eu
ghent@BEST.eu.org
www.facebook.com/BESTGhent

XXXI Board
President: *Jitse Decoodt*
Secretary: *Clara Baetens*
Treasurer and Vice President for External Relations: *Hannes Coulembier*
Vice President for Public Relations: *Charlotte Vandewalle*
Vice President for Human Resources: *Emmanuel Obiringa*

THE RECTOR 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.

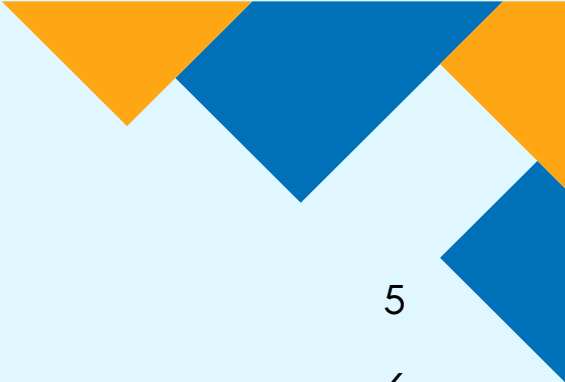
In this context, our Local BEST Group plays a crucial role. They send students to other European universities, to participate in courses and workshops. They organise complementary courses, and engineering competitions, where students can improve their skills in an interactive (I would even say: often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





CONTENTS

BEST at a glance	5
Core services	6
Why work with BEST?	7
BEST Courses	8
Sustainability workshops	11
Soft skills trainings	13
Team design	15
Corporate partnership	17
How do we do promotion?	20
Contact	22

BEST AT A GLANCE

BEST IN NUMBERS

- 83 universities
- 29 European countries
- 1 300 000 students reached in Europe
- 3300 volunteers
- 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 83 universities across 29 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 30 year old history at the University of Ghent, with approximately 170 alumni. Nowadays our group consists of about 20 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 - Partners - Universities'.



CORE SERVICES

COMPLEMENTARY EDUCATION

We bring significant added value to the education provided by universities, through BEST Courses, BEST Engineering Competitions, Training sessions and Organizational Experience.

CAREER SUPPORT

BEST connects students with their future employers. 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.

EDUCATIONAL INVOLVEMENT

BEST works to increase the awareness of students on issues related to engineering education and improving engineering education through the input of those students.

PROFILE OF A BEST MEMBER

- STEM student
- Trained in soft skills:
 - Leadership
 - Communication
 - Delegation
- Hardworking
- Experienced in organising large events
- Team spirit
- Internationally involved



WHY WORK WITH BEST?

Partnering with BEST is more than just participating in an event: it's an opportunity to connect directly with the next generation of talented STEM professionals in a dynamic, hands-on way.

HIGHLY INTERACTIVE

All BEST events are built around active participation. Whether it's a workshop, a training session or a competition, you'll work side-by-side with students on real problems, guiding them through hands-on exercises and discussions. This approach allows participants to experience your company's working style, see your expertise in action, and engage in meaningful dialogue, creating a connection that lasts far longer than a simple presentation or a traditional job fair.

TAILOR MADE CONTENT

When you partner with us, you decide what the session will focus on. You can present a technical challenge, share a real case study, or create an innovation exercise tailored to your field. By linking your workshop content directly to your company's projects or technologies, you not only spark interest but also encourage students to think deeply about the kinds of challenges your team tackles every day.

STEM FOCUS

BEST brings together engineering and technology students from a wide range of specialisations: civil engineering, bio-engineering, industrial engineering, applied sciences, and more. This diversity means you can interact with participants who bring different perspectives and problem-solving styles. They are ambitious, curious, and motivated to apply their knowledge, making them a valuable audience for companies seeking well-rounded technical talent.

INTERNATIONAL REACH

By meeting students early in their academic journey, you can identify promising individuals and start building relationships before they graduate. This opens the door for internships, thesis collaborations, or early-stage recruitment. Students who have worked with your company through BEST events already understand your culture and your expectations, making them more prepared and motivated to join your team in the future.

BEST COURSES



BEST COURSES

Seasonal Courses are one of the core business of BEST. The concept is simple: we gather 25 students from 83 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.

CULTURAL

BEST Courses give the opportunity to students to meet peers from all over Europe. This allows them to discover new cultures and habits and makes them ready to work in an international team.

25 participants

- Selected from 100+ applicants
- European STEM students
- International and independent mindset

10+ organisers

- BEST members from Ghent
- Close to graduation
- Passionate and hardworking

MUTUAL BENEFIT

Companies allow us to take our BEST 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 BEST 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	BEST course
Logo on printed materials	✓
Promotional post on social media	✓
Possibility to give out goodies	✓
Logo on t-shirts	✓
Company presentation	✓
Company visit	✓
Workshop with participants	✓
Price	€ 1800

SUSTAINABILITY WORKSHOPS



SUSTAINABILITY WORKSHOPS

GOAL

In today's world, sustainability increases in importance at a rapid rate. Sometimes university classes cannot follow the rhythm and students want to learn more about this subject. It is part of our mission as a group to raise awareness about climate change and the actions we should take as a society. That's why BEST Ghent wants to offer them the opportunity to deepen the students' knowledge on this, through interactive workshops with companies who are directly involved with sustainability.

Moreover, we want to give students the chance to speak directly with professionals in the domain, and build a network for their professional future.

SUBJECTS

Some examples of subjects we hosted workshops on are:

- Autumn 2024: Master Carbon, Circularity and Compliance
- Autumn 2023: Environmental, Social, and Governance (ESG) principles
- Autumn 2023: Taming Wicked Problems with a sustainable focus

WHAT WE OFFER

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 what we will offer you is given now:

What we offer	Soft skills training
Logo on printed materials	✓
Promotional post on social media	✓
Possibility to give out goodies	✓
Company presentation	✓
Exclusive partner for topic	✓
Price	€ 850

SOFT SKILLS TRAININGS



SOFT SKILLS TRAININGS

GOAL

The mission of BEST is "developing students". One part of that is providing them with opportunities to develop multiple kinds of skills. As education in STEM often focuses on hard skills more than on soft skills, we organise trainings on topics that students need for a successful professional life

SUBJECTS

Some examples of subjects we hosted trainings about are:

- Spring 2025: Leadership
- Spring 2025: The Art of Negotiation
- Autumn 2024: Data Storytelling
- Spring 2024: Unconscious Biases
- Spring 2024: Public Speaking

WHAT WE OFFER

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 what we will offer you is given now:

What we offer	Soft skills training
Logo on printed materials	✓
Promotional post on social media	✓
Possibility to give out goodies	✓
Company presentation	✓
Exclusive partner for topic	✓
Price	€ 850

TEAM DESIGN



TEAM DESIGN

One of the core activities of BEST is the organisation of the Engineering Competitions. Teams of four students compete against each other in constructing a solution for a given task with a limited amount of materials and within a limited period of time. The winning team will be selected based on accomplishment of the task, innovation, and presentation.

What we offer	Team Design
Logo on printed materials	✓
Promotion on social media	✓
Logo on event website	✓
Company presentation (30 min)	✓
Choice of topic	✓
Price	€ 2250

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 recognised and share your message*

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

- 1500+ flyers to promote all courses
- 20+ presentations in classrooms
- T-shirts of our own BEST Course

Team design

- Posters in university to encourage local teams
- Presentations in classrooms
- 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 social media 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 once 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.

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, the Faculty of Industrial Engineering and the Faculty of Bioscience Engineering.

What we offer	Corporate Partner
Seasonal Course Promotion	✓
Team Design Promotion	✓
Online Promotion	✓
Contact Evening/Networking Event	✓
Price	€ 1500

PROMOTION



HOW DO WE DO PROMOTION?

ON SOCIAL MEDIA

We are present on different social media platforms, so as to reach a maximum amount of students

- Instagram: 900 followers
- Facebook: 2200 followers
- LinkedIn

HOW DO WE PROMOTE A TRAINING OR A WORKSHOP?

- Per series of workshops or trainings, we post an announcement on Ufora, the learning platform of UGent
- Per event, we make an Instagram post and a Facebook event two weeks before the event
- Before the event, we repost the Instagram post in our story twice: once shortly after the post and once a week to a few days before the event
- After the event, we post a recap of the event with some pictures on Instagram and Facebook

HOW DO WE PROMOTE A BEST COURSE?

- In the second semester of the academic year, we promote the BEST Courses through presentations in classrooms at different engineering and sciences faculties. The company can be mentioned at that time
- Before the event, we make a post announcing the partnership on Instagram and Facebook
- After the event, we can make a post again with pictures of the event
- In the first semester during the next academic year, we give presentations in classrooms again. The company can be mentioned again at that time

CONTACT



CONTACT

Clara Baetens

Secretary

Mobile: +33 7 69 96 93 18

Mail: clara.baetense@best-eu.org

Jitse Decoodt

President

Mobile: +32 472 05 57 02

Mail: jitse.decoodt@best-eu.org

General

Board of European Students of Technology Ghent

p/a VTK Gent

Jozef Plateaustraat 22

9000 Gent

Mail: ghent@best-eu.org

Web: www.bestghent.eu

Facebook: www.facebook.com/BESTGhent

Instagram: @bestghent