

INFORMATION BROCHURE

2023-2024



INTRODUCTION

In this information brochure, we invite you to have a first glance at what we, VTK Career & Development, can offer in order to find your future engineers.

VTK Ghent

Since 1922

WHO IS VTK GHENT?

VTK Ghent is the **official student association** of the Faculty of Engineering and Architecture at Ghent University. Our main goal is **guiding students throughout their entire academic journey** by enriching them with regard to their student life and subsequent professional career.

At VTK we are proud to have more than 350 enthusiastic volunteers. Together with 38 young, ambitious and enterprising praesidia they realise our various events.



WHAT DOES VTK DO?

Our calendar is filled with all kinds of activities maintaining a healthy balance between study supporting, relaxing and professional events.

Studies

VTK provides students with the necessary course material as well as having a platform on which students can share learning material. As faculty student organization we represent students in a wide range of faculty boards.

Relaxing events

VTK has a wide range of **festivities, sporting events and cultural events**. Next to that we have our own cafe in the Overpoort, where all students come to party!

Career & Development

VTK Career & Development (C&D) is responsible for **supporting the corporate relations and the soft skill development** of our members in all the study fields.

In terms of recruiting, brand awareness is essential. Thanks to its large number of members, VTK C&D can offer your company this opportunity. We are here to provide you with a variety of networking events, communication services and advertising possibilities.



VTK C&D

An overview of what we offer

JOB EVENTS

Get them to apply

Sector days

Informal and intimate meetings

Internshipfair

300+ students - Looking for an internship

Discovery days

Instagram takeovers showing the daily life at work

Jobfair

1000+ students - Looking for a job

ADVERTISEMENT

Get them to know you

Facebook

Your company post on our Facebook page

Instagram

A takeover or an Instagram story

LinkedIn

Your company post on our LinkedIn profile

Mailing

Send an e-mail to a desired group of students

Resume guide

A guide containing 500+ resumes

't Civielle

Have a sponsored page in our magazine

Banner on the website

Your banner placed at the top of our website

DEVELOPMENT

Let them flourish

Orientation day

For students to discover the different sectors

UGent Business game

Student competition in strategic thinking and problem solving

Finance night

For students to learn about finance and entrepreneurship

SPONSORED EVENTS

Get them to know you

Galabal der Ingenieurs

The most prestigious prom in Ghent

12 hours run

The biggest sporting event in Ghent where VTK strives to win every year

Parkpop

A free music festival in the Zuidpark

ThermiLAN

Who doesn't love a two day LAN-party?

Hackathon

Students compete in an innovative programming challenge

Keg of beer in Delta

What better way to get to know each other than drinking a beer together?

OUR VISION

A bridge is built from both sides

VTK Career & Development initiates the contact between companies and engineering students. Not only do we trigger the first spark, we also make sure that you have all the tools to find the perfect match for your company.

LET THEM MEET YOU

Is your company hiring new engineers? The first step is presenting yourself to the students and getting in touch with each other. Our events during the first semester are perfect to achieve this in an informal manner. Furthermore, it is the ideal opportunity to get to know the person behind the resume.

GET THEM TO APPLY

The journey does not stop at the introduction. It is as important to provide your possible future employees with the necessary information to apply. To enable you to reach the students you are looking for, we provide various fairs.

LET THEM FLOURISH

In our modern society, an engineer is more than a person with technical knowledge. These days, great soft skills are essential. Therefore, we offer several sessions to improve these skills, ensuring that we provide you with not only technically strong, but also socially skilled engineers.





Charles Creton

C&D Responsible



2nd Master Civil Engineering
Major Dredging and Offshore



+32 468 25 79 16



Evi Bogaert

C&D Responsible



2nd Master Civil Engineering
Major Construction Design



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Sebastiaan Malfait

Careerteam



1st Master Electromechanical Engineering
Major Control Engineering and
Automation



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Ward Verhoeve

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Major Construction Design



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Emile Bovyn

Careerteam



2nd Master Electromechanical Engineering
Major Control Engineering and
Automation



+32 476 57 39 33



Jitse Vanhaegenberg

Careerteam



2nd Master IEOR
Major Manufacturing and Supply
Chain



+32 477 24 61 04



ACTIVITIES C&D

VTK Career & Development connects students and companies by organizing various activities including a jobfair, an internshipfair and sector specific activities. We offer both large-scale and intimate events, such that your company can get to know a lot of students at a time, or in a more intimate setting.

We also offer students the opportunity to strengthen their soft skills and strategic thinking by organizing development courses, for example about finance, and a business game.

JOB EVENTS

Get them to apply

Sector days

Informal and intimate meetings

19/10 - 24/10 - 26/10 - 14/11

Internshipfair

300+ students - Looking for an internship

27/11

Discovery days

Instagram takeovers showing the daily life at work

18/12 till 22/12 and 20/5 till 24/5

Jobfair

1000+ students - Looking for a job

27/2

DEVELOPMENT

Let them flourish

Orientation day

For students to discover the different sectors

28/9

UGent Business game

Student competition in strategic thinking and problem solving

7/11

Finance night

For students to learn about finance and entrepreneurship

14/3



SECTOR DAYS

First semester - Informal and intimate meetings

WHAT IS IT?

The Sector Days are informal events where students get to meet engineers working in a specific sector to help them find their preferred branch. These days are organized for each sector individually. During a Sector Day, **students get the chance to ask company representatives what it is like working in a specific industry**, what different options are available and why they work at a particular company.

A really important step for every company is to present itself to students. Contrary to the Jobfair, where more than 140 interesting companies are present, a Sector Day is more of an informal and intimate event. During the Sector Days, you can talk to

every student for at least 10 minutes with a rotating schedule. You will get the chance to meet highly interested and motivated young engineers.

We organize four different sector days for different sectors: Consultancy & Supply Chain, Chemistry & Electromechanics, Construction & Dredging and IT & Electronics.

Each event is accompanied by an informal activity (such as a cocktail workshop, wine and cheese tasting, ...) in order to create a relaxed environment in which you can approach the students personally. This is an ideal occasion to get to know the person behind the resume!

WHAT DO WE OFFER?

- An informal event
- Drinks for your company's representative(s)
- Reception afterwards with booths

Number of companies: 10

Number of students: 60

WHEN?

19/10: Construction & Dredging

24/10: IT & Electronics

26/10: Consultancy & Supply Chain

14/11: Chemistry & Electromechanics





INTERNSHIPFAIR

27 November - 300+ students - Looking for an internship

WHAT IS IT?

After two or three years of bachelor education, a lot of students want to take their first steps into the business world and put their gained knowledge into practice.

An internship boosts the students' technical proficiency as well as their soft skills. Furthermore, it gives them the opportunity to discover your company from the inside out. Every year, over 300 interested engineering students attend this event, **eager to find a challenging (summer) internship.**

The students get the chance to hear out a variety of companies about their internship offers. Your company, on the other hand, is given the perfect opportunity to attract interns and possible future colleagues. As the students gain hands-on experience, your company can enjoy the refreshing point of view of a young and creative mind. If you are unable to attend, a spot in our internship guide can still give you the opportunity to inform students about your company and its internships.

WHAT DO WE OFFER?

Participation

- An informal event
- Lunch and drinks for your company's representative(s)
- Reception afterwards

Number of companies: 35

Number of students: 300+

No participation

Description in Internshipfair guide without participation



DISCOVERY DAYS

Showing students the daily life at work

The Discovery Days are an initiative which was initiated three years ago (formerly known as the Sector Week), during which **each industry sector can show how they spend their days on the job.**

For five consecutive days, each sector will be represented by one company only, who will function as mouthpiece for its

entire sector during a full day through an Instagram takeover. You decide how you fill up this period.

This is the perfect opportunity to show how a day in your company looks like!

WHAT DO WE OFFER?

- Promotion for the Discovery Days
- Instagram take-over
- Exclusivity for your sector

WHEN?

One week both in the first and in the second semester.

1st semester: monday 18/12 till friday 22/12

2nd semester: monday 20/5 till friday 24/5

JOBFAIR

27 February - 1000+ students - Looking for a job

WHAT IS IT?

Every year, VTK organizes a Jobfair which is considered the highlight of our career-focused activities. This fair gives students the possibility to meet over 160 companies in all relevant sectors for engineers. It is the place to be for students and alumni who are looking for a job or an internship.

More than 1000 engineering students come to explore companies by having a conversation with the representatives. They can get an idea of the atmosphere at the company, information about how to apply and who knows, maybe meet their future boss and colleagues.

For the students who found their dream company already, we also provide some side activities. They have the possibility to screen their resume, take a mock-up

interview and have their LinkedIn picture taken. The participants receive a tote bag and a copy of the jobguide. The color of the bag helps companies identify the students' study-fields. The jobguide contains the job descriptions of all the companies and a sneak peek into their application process.

Over the last few years, not only engineers of our own faculty, but also mathematicians, business and bio-engineers and engineering technology students have found their way to this Jobfair.

We provide your company with a booth, a company description in our jobguide, a discount for access to the online resume guide and many extras.

WHAT DO WE OFFER?

Basic Package

- Standard booth (3m)
- Company and job description in Jobguide
- Poster walls, tables and chairs to set up a booth
- Lunch and drinks for your company's representative(s)

Premium Package

- + Access to online resume guide

Expert Package

- + Additional meter booth
- + Use of your company's logo on the website of the jobfair and the promotion material
- + Extra advertisement in the Jobguide

Number of companies: 160+

Number of students: 1000+



ORIENTATION DAY

28 September - Get to know different engineering sectors

The Orientation Day, organized during the second week of the academic year, invites students and company representatives to think about the challenges that young engineers are facing these days. We will reflect on the engineering achievements of the past years, take a look at future challenges and cover relevant and current topics.

After this introduction, a panel discussion between representatives of different

sectors takes place. This gives the students a first glimpse of the different sectors and **gives them an idea of which sector could suit them best.** The students are able to ask the panel members some questions and the discussion ends with a short pitch about the company's sector.

For the students, the Orientation Day is a unique chance to get to know five of the most important sectors for engineers.

UGENT BUSINESS GAME

7 November - Strategic thinking & case-solving competition

The UGent Business Game (UBG) is a cooperation between VTK and VEK, the official student association of the faculty of Economics and Business Administration of Ghent University.

Students from third bachelor and older get involved in a case-solving competition with importance to strategic thinking and problem solving.

The competition consists of three rounds, only the top 10 teams move on to the grand final. Every team should pitch their ideas and solutions to a jury consisting of representatives of the company. The students will benefit from a fun and incredible learning experience.



FINANCE NIGHT

14 March - Educating students about financial topics

In our modern society, it is not easy to be well versed in both technical and financial aspects. **A lot of recent engineering graduates struggle to find their way in this ever-evolving financial madness.**

The Finance Night focuses on educating our students about essential financial topics. The main event will be an (interactive)

lecture where students get to know the ins and outs of wage comparison, negotiations and other perquisites. Afterwards, there will be workshops about other financial aspects like taxes and retirement. The day will be concluded with a small networking reception.





SPONSORED EVENTS

Within VTK we have a wide range of activities. Our different branches strive to create professional events. These offer a range of opportunities to the students: relaxation, education, sports, culture, social and many more.

For your company there are a lot of benefits in these! Our high standards of events through the years have become the ideal place to market your brand, get in touch with students and attract future employees. In the following pages our main events will be presented to you.

GALABAL DER INGENIEURS

The event of the year, our prom night!

WHAT IS IT?

This is our main party event of the year, the greatest gala evening of the year in Ghent! Stylish dining, good company, live performances and an all night party in the city centre of Ghent. This evening is a must for every engineering student and creates memories that will last you a lifetime.

WHAT IS IN IT FOR YOUR COMPANY?

Previous year, we had over 1500 visitors and our advertising for the event reached many more. This is an excellent event that has an enormous reach for your brand among engineering students and other students from all over Ghent and even the country. Become a sponsor of this event and your logo will be displayed on flyers, posters, tickets, the website of the event and many more.

WHAT DO WE OFFER?

A limited number of logo's on banners, flyers, posters, the event announcements on social media and the website of the event.

A custom package can be discussed with our party team. Come up with an idea how your company might be able to lift the event and discuss this with our party team.



SPORTS

Mens sana in corpore sano

WHAT IS IT?

The sporting branch of VTK offers the opportunity to students to compete among each other and pursue an active lifestyle. There are three main events during the year.

IFK and IFT

Those are tournaments among the different faculties of the university. In the former, students compete all year long to be the winner of the cup at the end of the year. Various sports are included such as swimming, running, (indoor) football, volley- & basketball, etc. The latter is one entire day of competition where the different faculties battle for victory.

12 Hours Run

A 12 hour long estafette on the Saint-Peters' Square in Ghent. Fierce competition and massive numbers of supporters are present. Our competition is very hard and we prepare all year long to come out on top!

Ski trip

Every year after a long period of exams, VTK organises the ideal way to decompress in the Alps. Our Ski Trip sells out easily each year. It is a great transition between two semesters to enjoy the slopes together with fellow students.

WHAT IS IN IT FOR YOUR COMPANY?

These events have a large number of attendees and take place in public places, the ideal location to raise your brand awareness. Our sporters also wear jerseys, which can be crowned with your company logo!

WHAT DO WE OFFER?

12 Hours Run Package

- Banner or flag at the VTK booth during this event
- Logo on VTK Speedteam t-shirt

VTK sport jerseys

The company logo will be put on the jerseys used at interfaculty tournaments for one specific discipline.



DELTA

Work hard, but party harder

WHAT IS IT?

Cafe

Delta is the bar of VTK since 2016. It is a bar manned by students for the students, which means affordable drinks and a great atmosphere! Its three floors facilitate a party floor, a lounge and a cantus cellar. At the main party floor there is a TV screen which displays deals, announcements and publicity.

24Charity

At 24Charity, Delta shows that life is more than a party. We want to participate actively in our society. Each year a charity is chosen for which during 24 hours, money is raised. This event uses the garden across our bar where there are numerous activities such as a mechanical bull. During the morning there is a brunch and the evening is a big party as usual at Delta!

WHAT IS IN IT FOR YOUR COMPANY?

You can increase visibility of your company by displaying your logo in the bar. Another possibility is to sponsor drinks and let employees of the company hand them out to the students. This is the ideal way to create a smooth conversation between you and the students. At 24Charity, you can show your company is engaged in charity. Companies can help to lift the event to another level and attract as much people as possible.

WHAT DO WE OFFER?

Keg of beer

- An announcement in advance on the Facebook page
- Sponsors displayed on the monitor during the event
- Two employees can hand out drinks

24 Hours Charity

Companies can help to lift the event to another level and attract as much people as possible.

The same goes here as regularly in Delta, the company can sponsor drinks and will be mentioned at the event. The profit goes to charity.





THERMILAN

Winning isn't everything, but wanting to win is

WHAT IS IT?

Every year our Web & ICT team organises ThermiLAN, a huge LAN-party where our students can enjoy some e-sports. They can join in on a tense gaming competition or enjoy a laid back game with friends. New developments and technologies are sometimes present too.

WHAT IS IN IT FOR YOUR COMPANY?

You can raise your brand awareness on the poster or flyers and even by promoting new technologies. Another option is to sponsor branded gifts for the winners. Various options are available, which yield different benefits.

WHAT DO WE OFFER?

Our Web & ICT team will distribute an information brochure during the next year which includes the different packages for this event. Sponsoring can happen in two forms: the more classic form to increase your company's visibility via logo display etc. or as hardware sponsor.

PARKPOP

Music is life itself

WHAT IS IT?

Each year, our cultural team organises a free for all festival in the Zuidpark in Ghent which has become a staple among music enthusiasts in the neighbourhood and students. Different styles of music can be enjoyed together with good food, drinks and a lot of friends. Not only students visit the festival, also the neighbours are thoroughly welcomed! The number of festivalvisitors is estimated at 1700.

WHAT IS IN IT FOR YOUR COMPANY?

Raising brand awareness among the general public, displaying your logo on flyers, posters and on the event itself. The ideal opportunity to increase the visibility of your brand among a diverse group of attendees.

WHAT DO WE OFFER?

- Display of your company logo on posters, banners, social media events
- Display of your company logo on the T-shirts of our volunteers





HACKATHON

Technology is best when it brings people together

WHAT IS IT?

The Hackathon is a competition where the students will be challenged to a programming objective, where the most innovative solution strives. Your company can come up with a challenge or format for the event. VTK takes the organisational burden, your company the financial. In return you get a lot of freedom to make the brains of our students work like never before.

WHAT IS IN IT FOR YOUR BRAND?

This is a prime marketing opportunity, since your company will be the one and only on this event. Also you will encounter the most ambitious and driven masterminds of the computer sciences studies..

Your company can provide gifts for the winners, which might lead to the discovery of the next prodigy in the IT world! Raising brand awareness via the display of your logo on various posters, flyers, etc. As your company is exclusive in this event, you can propose a lot and create a wonderful event.

WHAT DO WE OFFER?

Exclusivity for your company in this event. Your brand will be displayed as the sole sponsor.



VTK RELATIONS

If opportunity doesn't knock, build a door

WHAT ARE THEY?

In a world where everyone and everything is connected, international experiences can make the difference for today's engineers. BEST and IAESTE are our partners that provide students with the opportunities to discover the world beyond their own horizon.

IAESTE

VTK collaborates with The International Association for the Exchange of Students for Technical Experience (IAESTE). This non-profit, student-run exchange organization provides students in technical degrees with paid, course-related internships abroad.

With over 80 member countries, more than 4000 job offers are exchanged each year worldwide. Yearly, VTK and IAESTE Ghent send over one hundred students abroad for an internship and welcome the same number of foreign students in Belgium.

ENGAGE

Life after university is often a very challenging period. The graduated students are not forgotten and can find guidance and throwbacks to the old student life through ENGAGE.

BEST

BEST, short for Board of European Students of Technology, consists of 93 local groups spread out over Europe, in total accounting for 3300 active members, reaching 1.3 million European students of technology. BEST organizes several short courses and competitions all over Europe. In Ghent, BEST organizes two main events each year: an Engineering Competition EBEC and a Summer Course.

The background of the slide features a dark, out-of-focus scene with string lights. On the left, a single warm-toned light bulb is in focus. On the right, another similar bulb is visible. The bottom of the image is filled with a bokeh effect of many small, warm-toned lights. Green ivy leaves are visible at the top of the frame.

PRACTICAL INFORMATION

In this section we will recap some important information about our events and available packages. Furthermore, you can find some numbers about how many students graduate.

PRICELIST

For our Jobfair, we work with a **first-come-first-serve policy per sector**, as we try to create a variation in companies of all different sectors for all students. **Be sure to pass along your preferences as fast as possible.** Please take into account that admissions to the Jobfair are generally full by the **end of October**.

For the Sector Days, we will give priority to companies that did not participate in the previous couple of years in order to guarantee variation with previous years. Due to the high demand to participate our Sector Days, confirmation of attendance will be notified to your company as soon as possible.

If you have any questions, we are happy to help!



Job events

SECTOR DAYS

Sector Day (price per Sector Day)

INTERNSHIPFAIR

Standard booth (3m) including company description in internship guide and website

Description in internship guide without fair participation

JOBFAIR

BASIC PREMIUM EXPERT

Standard booth (3m)	■	■	
Company and job description in job guide (A5, one page)	■	■	■
Access to online resume guide		■	■
Extended booth (4m)			■
Use of your company logo on the Jobfair website			■
Use of your company logo on the promotion material of Jobfair (flyers, poster, etc.)			■
Extra advertisement in the job guide (A5, one page, full-color)			■

EXTRAS JOBFAIR

Additional meters booth (price per extra meter)

Extra full color advertisement in the job guide (A5)

Standard sheet in the job guide without fair participation

KEY PARTNER

Logo and company description added to Career & Development website (vtk.ugent.be/career)

ADVERTISEMENT

INSTAGRAM (VTK Page - @vtkgent)

One-off story
Promoted post
Take-over story for one day
Discovery Days (2 times per year)

LINKEDIN (VTK Page - @VTK Gent)

Standard post

FACEBOOK (Career Page - @CareerAndDevelopment)

Standard post
Promoted post

MAILINGS

Email to students from

- One field of study in one year
- One field of study in two years
- Two fields of study in one year
- All fields of study in one year
- All fields of study in two years
- All fields of study in all years

It is also possible, for all formulas, to send a reminder e-mail (restricted to e-mails with same content) for half of the original price.

RESUME GUIDE

Access to online resume guide containing resumes of current academic year

'T CIVIELKE (800 COPIES/EDITION AND ONLINE)

1 edition / 5 editions

Advertorial: short memo about the life in your company (1 A5 page)

Advertisement:

- Half page (full color)
- Full page (full color)
- Back cover (full color)

BANNER ON VTK WEBSITE (vtk.ugent.be)

Banner on website for 1 year

SPONSORED EVENTS

GALABAL DER INGENIEURS

Logo on all posters, flyers and social media posts of this event

PARKPOP

Company logo on all posters and flyers, logo on Parkpop website and Banner at Parkpop. Logo on volunteer t-shirts

SPORT

12 Hours Run package	Banner at the VTK booth during 12 Hours Run Logo on VTK Speedteam t-shirt (200 pcs.)
VTK sport jerseys	Logo on jerseys used at interfaculty tournaments for one specific discipline

THERMILAN

Hardware sponsor

Sponsor hardware that we can lend for the event, contribution and compensations will be agreed upon via e-mail

Packages	BRONZE	SILVER	GOLD
Company logo on social medial posts	■	■	■
Shoutout when sponsored prize is given away	■	■	■
Company logo on posters and banners		■	■
Company banner on the event			■

HACKATHON

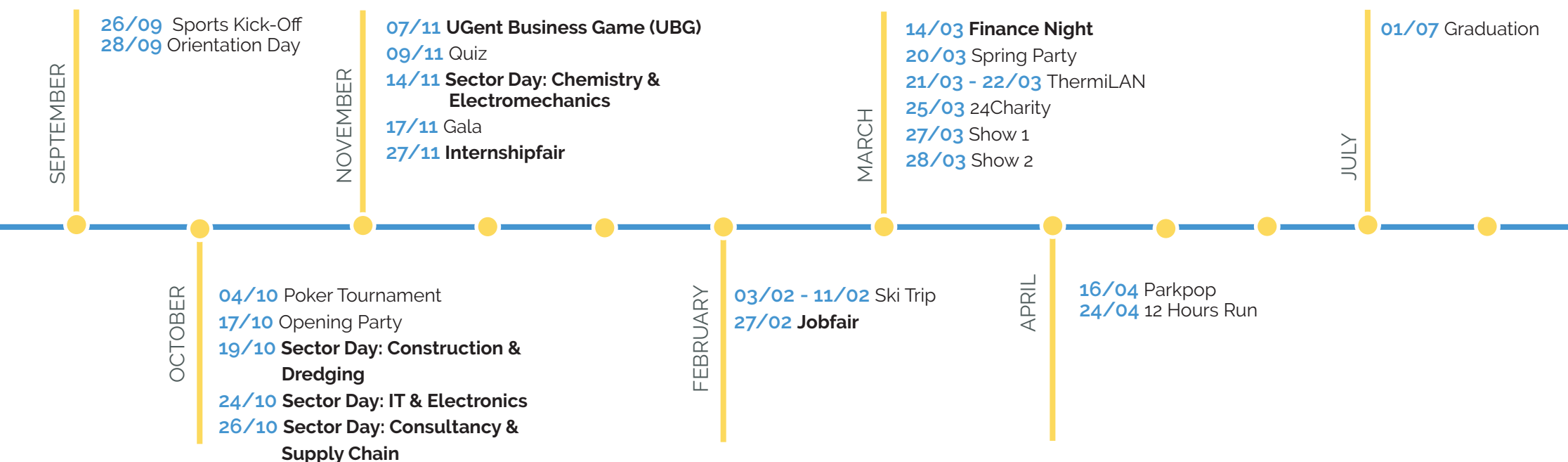
Your company logo will be used on all advertisement and you provide the programming challenge that students will solve. The costs of the event are for the sponsoring company. VTK will take care of all logistics of the event.

VTK PUB DELTA

Keq of beer	Announcement on Facebook, company logo on screen in Delta. Two representatives can come, drinks are included for them.
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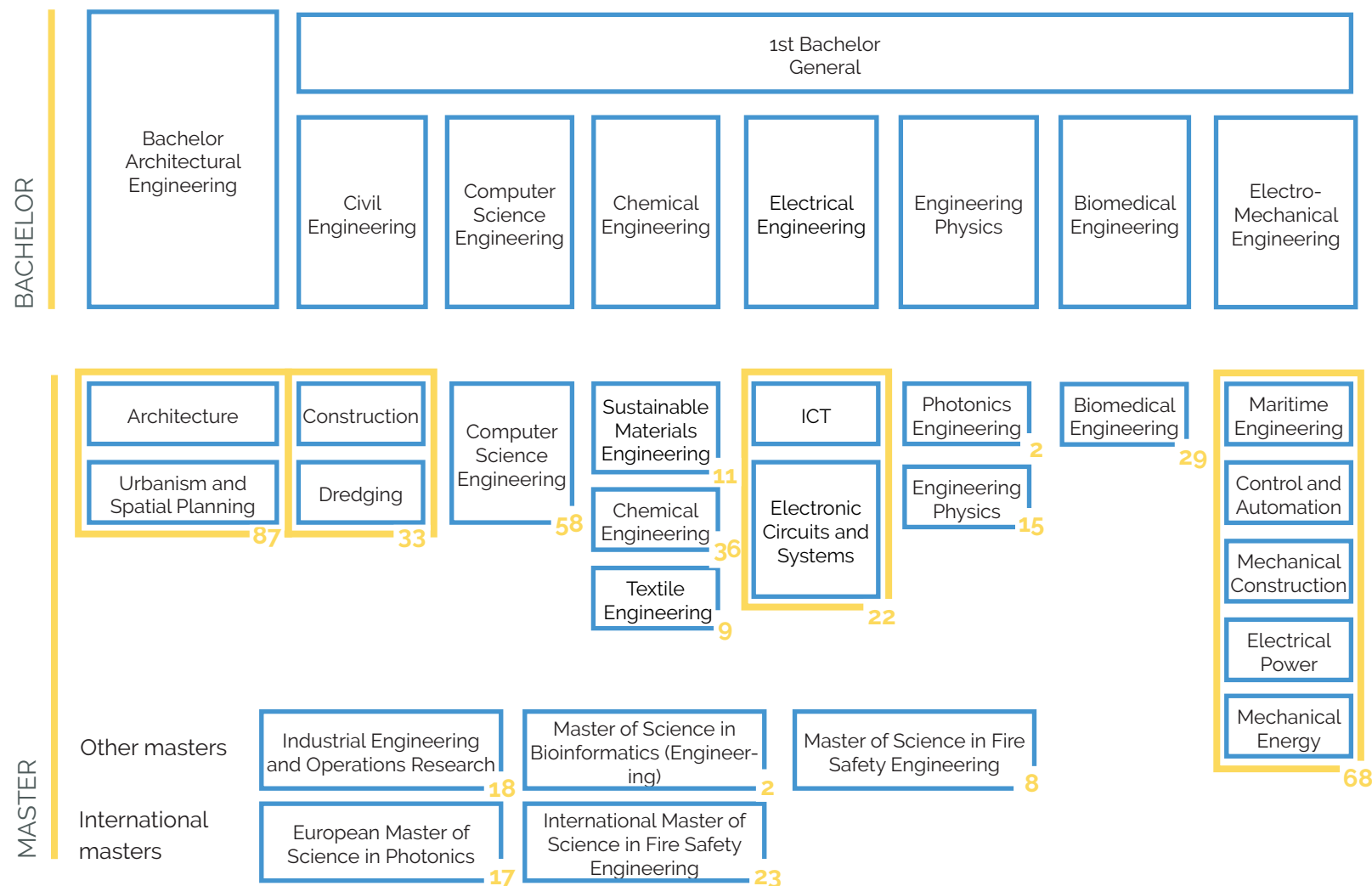
CALENDAR

An overview of all our events



MSC. DEGREES


An overview of our students



ANY OTHER QUESTIONS?

We are glad to help!

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