

# INFORMATION BROCHURE 2019 - 2020



**VTK CAREER  
& DEVELOPMENT**



# ABOUT US



**Kaat Claessens**  
C&D responsible

“Failure is the opportunity to begin again, this time more intelligently”

🎓 1<sup>st</sup> Master  
Industrial Engineering  
and Operations Research

☎ +32 476 04 67 36



**Elisabeth Hoffman**  
C&D responsible

“A young woman without ambition is an old woman waiting to be.”

🎓 1<sup>st</sup> Master  
Industrial Engineering  
and Operations Research

☎ +32 498 01 98 38



**Marija Pizurica**  
C&D responsible

“The difference between ordinary and extraordinary is that little *extra*.”

🎓 1<sup>st</sup> Master  
Computer Science  
Engineering

☎ +32 485 91 66 03



**Maarten Van den Akker**  
C&D responsible

“In every difficulty lies an opportunity.”

🎓 2<sup>nd</sup> Master  
Control Engineering and  
Automation


☎ +32 467 82 17 00






**Féline De Pandelaere**  
Careerteam

"And she continued."  
- A succesful woman


 1<sup>st</sup> Master Civil  
Engineering

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**Jarne De Waele**  
Careerteam

"If opportunity doesn't  
knock, build a door."


 1<sup>st</sup> Master  
Industrial Engineering  
and Operations Research

 +32 470 04 97 54



**Thomas Lips**  
Careerteam

"Ignoranti quem  
portum petat, nullus  
suus ventus est."


 1<sup>st</sup> Master  
Computer Science  
Engineering

 +32 478 75 26 89



**Hélène Roelandt**  
Careerteam

"It's hard to beat  
someone who never  
gives up."

 1<sup>st</sup> Master  
Control Engineering and  
Automation

 +32 497 31 92 15

# OUR VISION

## Building bridges

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 find the perfect match for your company. We build the bridge between your company and graduating engineering students!

*Our purpose  
is to bring you  
not only technically  
great, but also  
socially skilled  
engineers!*

### LET THEM MEET YOU

Is your company hiring new engineers? The first step is presenting yourself to the students, let them meet you. Our events in the first semester are perfect to do this in an informal manner. Furthermore, it is the ideal moment to get to know the person behind the resume.

### GET THEM TO APPLY

The journey does not stop at the introduction. It is also important to provide students with the necessary information to apply. To enable you to reach the students you search, we provide various fairs.

### LET THEM FLOURISH

In our modern society, an engineer is more than someone with technical knowledge. These days, great soft skills are indispensable. We, therefore, offer several sessions to enhance these skills. This to ensure that we provide you with not only technically great but also socially skilled engineers.

## "A bridge is built from both sides."

# ACTIVITIES CAREER & DEVELOPMENT



## INTERNSHIPFAIR

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 200 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.



## JOBFAIR

Every year, VTK organises a Jobfair which is considered the highlight of our career-focused activities. This fair gives students the possibility to meet more than 140 companies in all relevant sectors for engineers. It is the place to be for students and alumni who are still looking for a job or internship. Around 900 engineering students come to explore companies by having a conversation with the representatives. They can get an idea of the atmosphere in the company, information about how to apply and who knows, maybe meet their future boss and colleagues.

For the lucky 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 coloured bag and a hard copy of the jobguide. The colour of the bag helps companies identify the students' study-fields. The jobguide contains the job descriptions of all the companies and a sneakpeak in their application process.

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

We provide your company with a personal booth, a company description in our jobguide, a discount for access to the online resume guide and many extras. More detailed information about the different Jobfair packages can be found at the end of this brochure.





# ACTIVITIES CAREER & DEVELOPMENT



## ORIENTATION DAY

The Orientation Day, organised in 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 actual topics.

After this introduction we open a panel discussion between company representatives of different sectors. This to give the students a first glimpse of the different sectors and give them an idea of which sector suits them best. The students are able to ask the panel members some questions and they end the discussion with a short pitch about their sector. For the students the orientation day is a unique chance to orientate and meet five of the most important sectors for engineers.

## DEVELOPMENT DAY

In our modern society, an engineer is more than someone with technical knowledge. Great soft skills are expected to outshine the competition and become a successful engineer. We therefore offer several sessions to enhance these skills.

At the Development day the students can participate in various workshops, mock-up interviews, resume screenings... to develop their soft skills. This day focuses on educating our students about social, communicational and other non-technical competences. We also organise Development Courses during the second semester, delivering a wide variety of workshops on numerous soft skills.



## SECTOR DAYS

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 organised for each sector individually in cooperation with the sector specific student organisations (IEEE Student Branch Gent, CenEka, PKarus, MaChT and ORlean). On a Sector Day, students get the chance to ask company representatives what it is like working in a specific industry as well as which different options are available and why they work at a specific company.

A really important step for every company is to present itself to students and let students meet the company. Contrary to the Jobfair, where more than 125 interesting companies are present, a Sector Day is more of an informal and intimate event. On the Sector Days students will meet you, but at the same time, you will get the chance to meet highly interested and motivated young engineers.

Each event is accompanied by an informal activity (such as a cocktail workshop, escape room, laser shooting, drone flying...) 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!

### OUR 5 SECTOR DAYS:

- Consultancy
- Chemistry & Electromechanics
- Construction & Dredging
- IT & Electronics
- Supply Chain & Management



# ACTIVITIES VTK

VTK Ghent is the official student association of the Faculty of Engineering and Architecture at Ghent University consisting of more than 2000 members. Our faculty is located at Jozef-Plateaustraat, at the centre of the student neighbourhood, but a lot of classes take place in Tech Lane Ghent Science Park.

We offer a diverse amount of services and activities such as course material distribution, student representation in the faculty council and a healthy variety of sports, cultural and festive activities. Last year, we organised 311 activities of which 78 sports activities, 15 cultural activities and 55 festive activities. These are spread throughout the academic year with peaks at the beginning of both semesters. Since it is impossible to organise all those activities alone, we can count on the support of 136 permanent helpers. They assist us by doing shifts, lightening the workload and setting the mood during the activities.

Aside from Career & Development, VTK consists of the following divisions:



## IT

During **code sprints**, students volunteer to develop and improve our website: [vtk.ugent.be](http://vtk.ugent.be).

**ThermiLAN** is a 48 hour LAN-party for engineering students including several tournaments with sponsored prizes. This event is a perfect opportunity to profile your company towards Computer Science and Electrical Engineering students.

For the first time, VTK organises a **Hackaton** for students with a passion for IT. These students will be challenged to a programming objective, where the most innovative solution strives.

## SPORTS

**IFK and IFT** are competitions between all student associations of Ghent University in all kinds of sport disciplines.

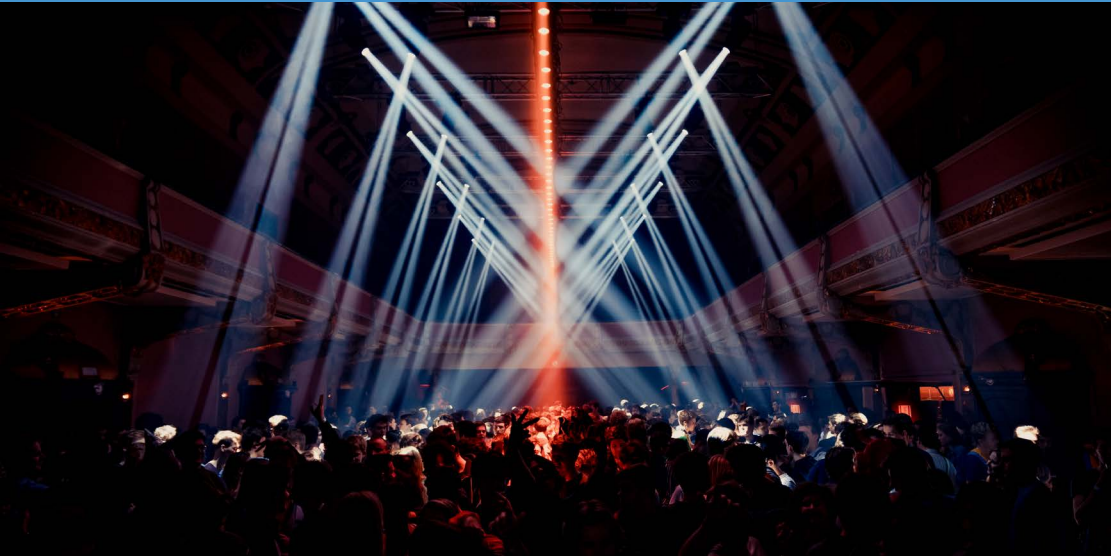
**12 Hours Run** is the climax of the sport year. With more than 200 enthusiastic runners in Speedteam T-shirts and hundreds of supporters, VTK is always an eye-catcher of the day and aims to be number one.

A **ski trip** at very democratic prices is organised in between the two semesters.





# ACTIVITIES VTK



## PARTY

**Gala** is the absolute highlight of the year for about 1200 students and young graduates.

**Opening Party** and **Spring Party** in Vooruit are known to be the best parties in Ghent and attract over 1400 visitors!

Weekly clubnights named **goliardes** are held in **Delta** which include a free drink for all members.

## DELTA

**Delta** is proof of the entrepreneurial talent of young engineers. Four years ago, VTK founded its own student pub, which continues to thrive! The three storey building contains a party room, lounge and cantusroom and is the place to be for all students in Ghent! The pub is located in the middle of the vibrant student life and attracts hundreds of students daily. The TV monitor displays daily deals and advertisements.

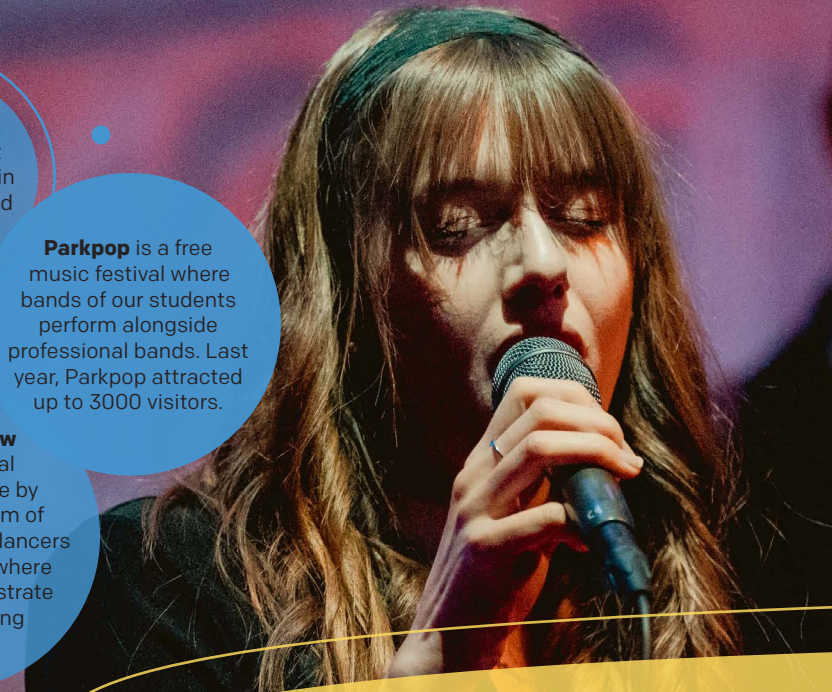


## CULTURE

**Quiz and Poker tournament** test intelligent minds in their creativity and knowledge.

**Parkpop** is a free music festival where bands of our students perform alongside professional bands. Last year, Parkpop attracted up to 3000 visitors.

**The VTK show** is a traditional spectacle made by a motivated team of directors, actors, dancers and decorators where students demonstrate their performing talents.



## VTK RELATIONS

*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.*

### BEST

BEST, short for Board of European Students of Technology, consists of 97 local groups spread out over Europe, in total accounting for 3300 active members, reaching 1.3 million European students of technology. BEST organises several short courses and competitions all over Europe. In Ghent, BEST organises two main events each year: Engineering Competition EBEC and a Summer Course.

### 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.

### IAESTE

VTK also 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.

# SERVICES

Reach out to our students, the new generation of top notch engineers to alert them about your future events, job opportunities and more. Collect hundreds of quality resumes at once and find your perfect match.

The easiest way to recruit

JOBFAIR RESUME GUIDE

+ A premium deal!

## FACEBOOK PAGE

Reach our students with the powerful form of marketing through social media via our Facebook page. Both **regular** and **promoted** posts are possible. Promoted posts show up in the newsfeed of a specifically targeted audience multiple times, without them having to visit the page itself!

## RESUME GUIDE

We offer your company an **online resume database**, which is updated every year. Students are highly encouraged to fill out a form to provide us with general information and to upload their resume to our website. Last year, we collected more than 700 resumes, and this amount sustains an increasing trend year after year. With this resume guide in your possession, you are only a few clicks away from finding the perfect profile for your company.

## MAILING

When you want to address a specific type of students (based on a field or year of study), we offer you the opportunity to mail them directly. In case your company wants to invite students to your own events, a mailing is a great way to efficiently reach out to the targeted group of students. Using the mailing for other announcements is certainly possible as well.

## PUBLISH VACANCIES

Create a **company account** on our website, which you can use to add job openings and internship offers to our database, free of charge! Students consult our website in their search for an internship or full-time job upon graduating.

# BRAND YOUR COMPANY

Besides physical attendance at our activities, you can also promote your company in a more traditional way of advertising. Our advertising packages guarantee that your company will be seen!

## MANNA & E-MANNA

VTK distributes a **weekly magazine**, the Manna, of which **800 copies** are printed. The electronic version of this magazine is sent to more than 1000 subscribers. We offer the possibility to place your logo for an entire semester (12 editions) on the Manna and e-Manna. It is also possible to sponsor the weekly competition in the form of a non-cash prize!

## 'T CIVIELKE

't Civiëlke is our **student magazine (published 5 times a year)**, which contains entertaining articles as well as company sections. The magazine is printed in full-colour and **1200 copies** are distributed over the entire faculty. VTK uploads it **online** for our students as well. You can purchase a full-colour advertising page or half page for either a single edition or for all five editions. The back cover can be exclusively filled with your company advert. In addition to this, we also offer the opportunity to publish an advertorial which informs the students about the life in and around your company.

## SPONSOR ACTIVITIES

You can also choose to make your company visible on various sports and cultural events, such as the 12 Hours Run, by putting your name on **t-shirts** or providing **non-cash prizes** for our annual quiz/poker tournament.

## FEELING ORIGINAL? DELTA

VTK is the proud owner of its own bar 'Delta'. To meet students in their own youthful environment, it is also possible to promote your company through ads shown on the **TV monitor** in the bar or pleasure the students with a keg of beer. Feel free to join and meet some of our students!

## TV PROMOTION

With a monitor in the **entrance hall** of the **faculty building**, a unique advertising opportunity is offered. Your company logo or message can fill the screen for an entire year. If you want to address not only engineering students, you can also choose for a one-week promotion on the monitors in our student pub Delta.

## BANNER PACKAGE

By choosing this package we make sure your company banner has a prominent spot on all our major activities, such as **Parkpop** (more than 3000 visitors last year), **12 Hours Run, Quiz** and **Gala**.

## POSTER PACKAGE

This package contains the placement of your company logo on **all flyers and posters** of our activities, distributed all around Ghent and attracting the attention of thousands of people. The concerned activities are: Opening and Spring party, Show, Gala and Parkpop.



# CALENDAR

## JOBFAIR

FEBRUARY 25<sup>th</sup>  
ICC GHENT

## SEPTEMBER

Sports Kick Off 24  
**Orientation Day 30**

## OCTOBER

Poker Tournament 2  
**Development Day 8**  
**Sector Day - IT & Electronics 15**  
Opening Party 16  
**Sector Day - Chem. & Electromechanics 17**  
Quiz 22  
**Sector Day - Construction & Dredging 23**  
**Sector Day - Consultancy 28**

## NOVEMBER

**Sector Day - Supply Chain  
& Management 4**  
Gala 8  
Hackaton 13  
**UGent Business Game 21**  
**Internshipfair 26**

## FEBRUARY

1-9 Ski trip  
**25 Jobfair**

## MARCH

**10 Development Course 1**  
**17 Development Course 2**  
18 Spring Party  
20-22 ThermiLAN  
**24 Development Course 3**

## APRIL

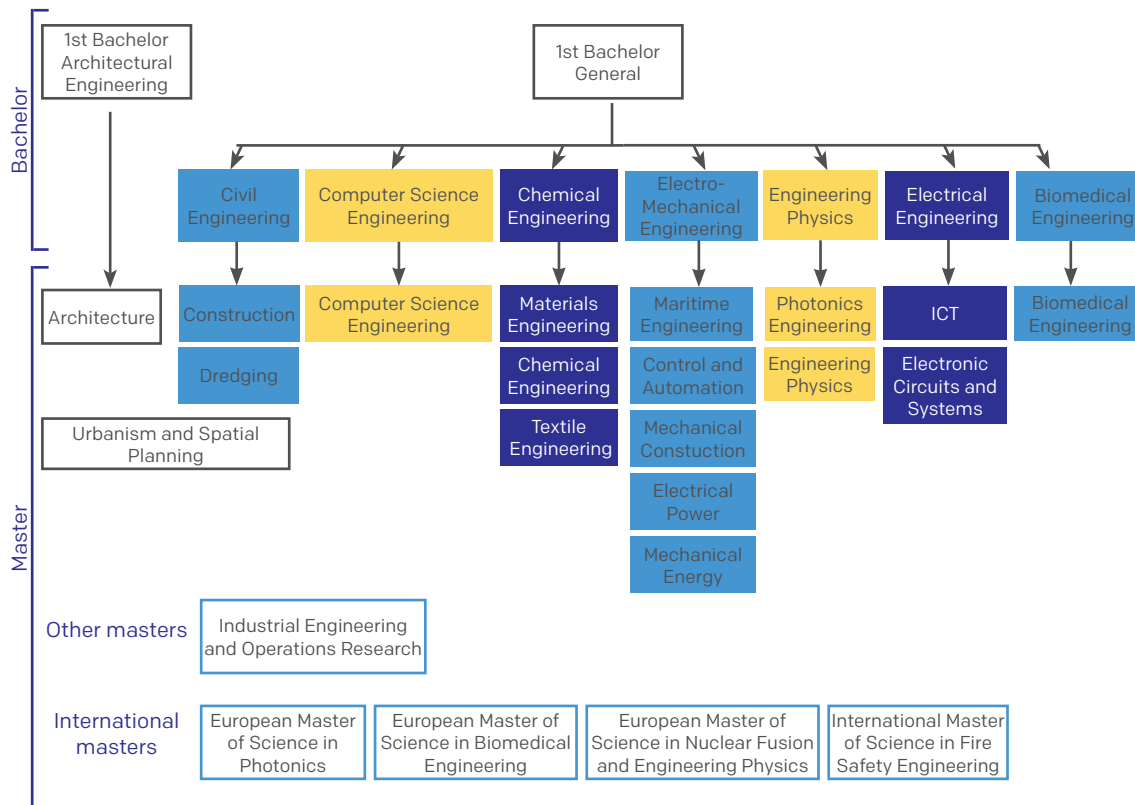
1-2 Show  
21 Parkpop  
29 12 Hours Run

## JULI

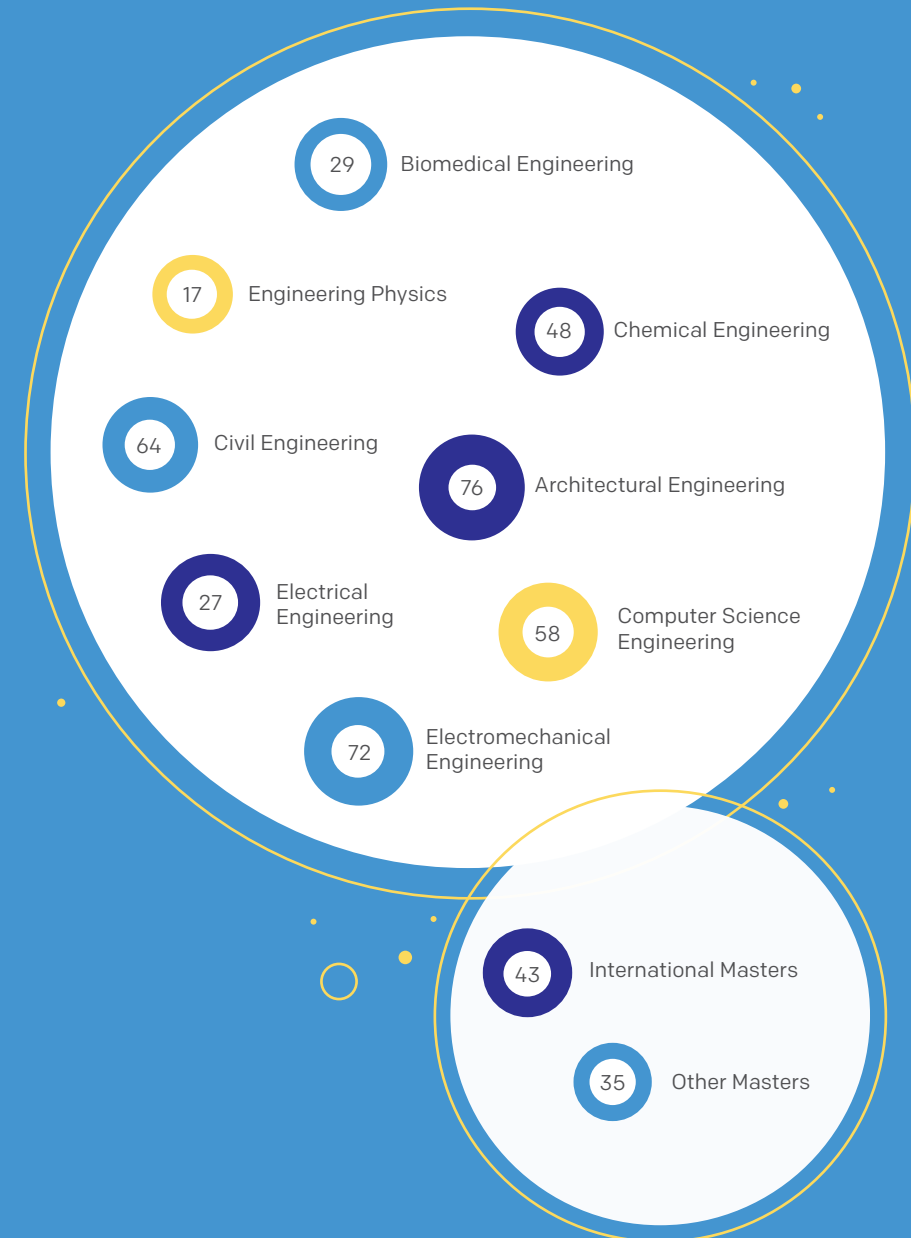
2 Graduating Party



# MSC. DEGREES



## NUMBER OF GRADUATED STUDENTS IN 2019





# PACKAGES

## CAREER & DEVELOPMENT COMMUNICATION

### MAILINGS

E-mail 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.*

### FACEBOOK (CAREER & DEVELOPMENT PAGE)

Custom post

Promoted post

### PROMOTION PACKAGE

*Custom Facebook post + mailing + reminder mailing (all fields of study in one year) about the same subject*

## CAREER & DEVELOPMENT ACTIVITIES

JOBFAIR PACKAGES	Basic	Premium	Expert
Standard booth (3 m)	○	○	
Extended booth (4 m)			○
Company and job description in job guide (A5)	○	○	○
Access to online resume guide		○	○
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 full-colour)			○
Basic Package			
Premium Package			
Expert Package			

### EXTRAS JOBFAIR

Additional meters booth (price per extra meter)

Extra full colour advertisement in the job guide (A5)

Standard sheet in the job guide without fair participation

### INTERNSHIPFAIR

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

Description in internship guide without fair participation

### FAIR PACKAGE

Extra promoted Facebook post if participating in Jobfair and Internshipfair

### NETWORKING EVENTS

Sector Day (price per Sector Day)

## WEBSITE

### RESUME GUIDE

Access to online resume guide containing resumes of current academic year

### ACCOUNT

Possibility to publish jobs, internships and student jobs

### KEY PARTNER

Logo and company description added to Career & Development website [vtk.ugent.be/career] s

## PUBLICITY

### 'T CIVIELKE (BIMONTHLY 1200 COPIES/EDITION AND ONLINE)

1 edition / 5 editions

Advertorial: short memo about the life in your company

Advertisement:

Half page (full colour)

Full page (full colour)

Back cover (full colour)

### MANNA & E-MANNA (WEEKLY 1000 COPIES/EDITION)

Company logo in printed Manna for 1 semester

Company logo in e-Manna for 1 semester

Sponsor a week prize and get one week publicity



# PACKAGES

## TV ADVERTISEMENT

Advertisement displayed on TV in the faculty entrance building (Plateaubgebouw) for 1 year

## BANNER ON WEBSITE

Banner on website for 1 year [vtk.ugent.be]

## BRAND AWARENESS THROUGH ACTIVITIES

### CULTURAL EVENTS

Cultural package  
Company logo on all publications of cultural activities: Posters and flyers Parkpop (250 posters, 5000 flyers), posters Show (50pcs.), Logo in Showcivielke magazine, Logo on Parkpop website, Banner at Parkpop

### SPORTS

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

### VTK PUB DELTA

Keg of beer  
Sponsor will be announced in advance on the Facebook page and displayed on the monitors during the event

TV  
Publicity on the monitors (price for one week)

## BRAND AWARENESS THROUGH ACTIVITIES

Poster package  
Logo on all posters and flyers: Parkpop, Show, Opening Party, Spring Party, Gala, Close the Books, ThermiLAN

Banner package  
Logo on banner at all events: Quiz, Parkpop, Show, Opening Party, Spring Party, Gala, Close the books, ThermiLAN, Comedy Night, 12 Hours Run, Sport Kick-off

**!! For our Jobfair and Sector Days we work with a first-come-first-serve policy, so be sure to pass along your preferences as fast as possible !!**

Signing up for the Jobfair is possible from now onwards. Please take into account that admissions to the jobfair are generally full by the end of October.

Signing up for Sector Days is also possible now. Next to the fcs policy, we will give priority to companies that did not participate in the previous couple of years in order to guarantee variation. Due to the high demand to participate in Sector Day IT & Electronics, confirmation of attendance will be notified to your company by the 15<sup>th</sup> of September.

# ANY QUESTIONS?

We're glad to help!

Reach us at [career@vtk.ugent.be](mailto:career@vtk.ugent.be)





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