

# INFORMATION BROCHURE

*VLK Public and Business Relations*





# ABOUT US



## VLK

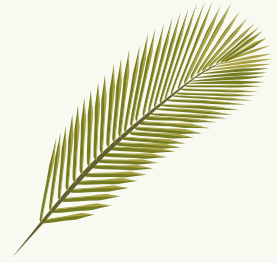
The VLK, or Flemish Biotechnological Society, is the student association of and for the Bioengineering students at Ghent University. With over a thousand members, the VLK is one of the largest student associations in Ghent. Through the organization of a wide range of activities such as sports, parties, cultural events, and book sales, the VLK has a broad reach among Ghent's student population.

## PBR

The Public and Business Relations (PBR) team is part of the VLK praesidium and consists of Lucas Carlier, Wannes Dewulf, Justine Rayp and Lotte Vanden Bulcke. On the one hand, the PBR team aims to prepare 2nd master Bioengineering students as well as possible for their future work or further studies. On the other hand, they serve as the point of contact for all sponsorship and advertising.



# ABOUT US



## BIOENGINEER

The Bioengineering program at Ghent University is a five-year program, consisting of two general Bachelor years, a direction-specific third Bachelor year, and a two-year Master's program with the following possible majors: Forest and Nature Management; Land, Water and Climate; Cell and Gene Biotechnology; Environmental Technology; Chemistry and Bio-Process Technology; Food Science and Nutrition; Agricultural Sciences.

## SERVICES

To bring students and companies together, our activities consist of three parts:

**Recruiting**

**Advertising & Sponsorships**

**Events**

In doing so, we take great care to address both the needs of the company as well as the interests of the students.

# ADVERTISING & RECRUITING



Add your job vacancy to our biweekly newsletter for **last-year students of bio-engineering and industrial engineering in bio-sciences**. Your job vacancy will also be posted on the job vacancy center on our website.

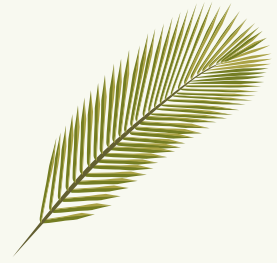


We can directly reach the **third-year and first-year master's students in bio-engineering** through email. We will send an email that can contain various attachments from different companies.



Each month, we send out one **exclusive sponsored email**, which your company can purchase. The content and layout of the email are entirely determined by the company. However, you cannot avail this option for two consecutive months.

# ADVERTISING & RECRUITING



As a company, you can organise a 'takeover' of the VLK Facebook and VLK Instagram for one day. Throughout the entire day, you will have the freedom to post your desired content on the stories of both channels.



Your logo will be featured in all editions (6 editions) of our magazine 'Groei' in black and white. This magazine is distributed in print on the campus.



Your logo will be placed on our website ([www.boerekot.be](http://www.boerekot.be)) with a link to your website for the entire academic year.

# ADVERTISING & SPONSORING

To showcase your company to the students, we have two types of packages: the advert package and the event package. For each of these packages, there is a choice between small, medium, and large.

## SMALL

- ◆ advertisement on VLK PBR LinkedIn
- &
- ◆ advertisement on VLK PBR Facebook
- &
- ◆ story on VLK Instagram

## MEDIUM

- ◆ advertisement on VLK PBR LinkedIn
- &
- ◆ advertisement on VLK PBR Facebook
- &
- ◆ story on VLK Instagram

## LARGE

- ◆ advertisement on VLK PBR LinkedIn
- &
- ◆ advertisement on VLK PBR Facebook
- &
- ◆ story on VLK Instagram

Interested in an option but not in the complete package? Or want to customize your own package? That's possible! Contact us!

- ◆ post on VLK Facebook

- ◆ post on VLK Facebook

## ADVERT PACKAGE

- ◆ one-time advertisement in the magazine Groei



# ADVERTISING & SPONSORING

To showcase your company to the students, we have two types of packages:  
the advert package and the event package.  
For each of these packages, there is a choice between small, medium, and large.

## SMALL

◆ logo on poster,  
Facebook banner, and tickets of  
'Paviljoen' parties (parties at the  
faculty itself, with 300+ visitors)

OR

◆ logo on poster,  
Facebook banner, and visible  
presence at all cultural events  
(including faculty quiz,  
Christmas market, ...)

## MEDIUM


◆ logo on poster,  
Facebook banner,  
and tickets of  
'Paviljoen' parties  
(parties at the  
faculty itself, with  
300+ visitors)

◆ logo on poster,  
Facebook banner,  
and visible presence  
at all cultural events  
(including faculty  
quiz, Christmas  
market, ...)

## LARGE

◆ logo on poster,  
Facebook banner,  
and tickets of  
'Paviljoen' parties  
(parties at the  
faculty itself, with  
300+ visitors)

◆ logo on poster,  
Facebook banner,  
and visible presence  
at all cultural events  
(including faculty  
quiz, Christmas  
market, ...)



Interested in an  
option but not in  
the complete  
package? Or want  
to customize your  
own package?  
That's possible!  
Contact us!

## EVENT PACKAGE

◆ logo on poster,  
Facebook banner,  
and tickets for  
"Agorafuif" (annual  
party at the Agora,  
Gent, with 500+  
visitors).

# ADVERTISING & SPONSORING

Furthermore, there are 2 major events that you can sponsor: the Gala Ball of Bioengineers in the first semester and 'Paashaas' in the second semester. The gala ball takes place at the Oude Vismijn in Ghent, and 'Paashaas' is our annual big party at Vooruit. Both events attract not only many bioengineers but also a diverse audience of other Ghentian students.

## Galabal der Bio-ingenieurs (600+ visitors)



◆ logo on poster, Facebook banner, and tickets

◆ projection of company logo in the venue.


## Paashaas (1000+ visitors)



◆ logo on poster, Facebook banner, and tickets

◆ post in the Facebookevent





# ADVERTISING & SPONSORING

There are also several alternative options available for advertising.

**Sponsoring of  
barrels of beer**

## **Sponsoring in natura**

For example,  
relevant material to  
include in the book  
package.

## **Logo sponsor VLK cargo bike**

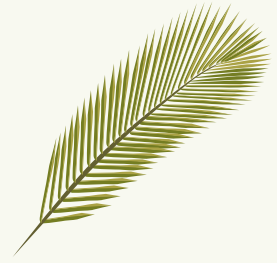
Have your logo  
placed on the VLK  
cargo bike. The  
cargo bike is used  
multiple times per  
week for shopping,  
events, and more.

## **Logo on the front or back of the sports jerseys**

The jerseys are  
worn during the  
interfaculty  
tournaments and  
championships  
throughout the  
semester (every  
Monday and  
Wednesday).



# EVENTS



## BIOSCIENCE ENGINEERING CAREER EVENT 06|03|2024 - @ ICC GHENT

BECE is a joint organization by the student associations VLK and LILA, along with the alumni association ABIG. This job fair aims to connect companies with graduating and interested students in bio-engineering and life sciences. Throughout the day, there will be company pitches, a fair with company booths, and a networking reception. Contact us via [companies@becareerevent.be](mailto:companies@becareerevent.be) or visit [www.becareerevent.be](http://www.becareerevent.be) for prices and more information.

## A DAY IN THE LIFE OF A BIOSCIENCE ENGINEER 11|2023 - @ CAMPUS COUPURE GHENT

A graduated bio-engineer will provide a very concrete explanation of what his/her job entails and share what he/she does throughout a typical day. This is not just a company presentation; it's a real opportunity for the students to get an idea of what a day in the life of a bio-engineer at your company looks like. Free networking reception afterwards. \*



## YOUR OWN EVENT OR WORKSHOP

Can you organize a relevant event or workshop for the bio-engineering students? Contact us!

\* We will make a selection from the interested companies with the aim of featuring companies from as many different sectors as possible.



LUCAS

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**WWW.BOEREKOT.BE**

**COUPURE LINKS 653  
9000 GHENT**



WANNÈS



JUSTINE



LOTTE