

Contact file

Leuven Bio-engineers

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1 Recruitment

1.1 Job market

The job market event is set on Tuesday, 23th of February, 2010. During an entire day, your company has the possibility to present itself to our students. A first acquaintance is made at your company's stand. Furthermore, during a short presentation (20 to 30 minutes), you will get an opportunity to introduce yourself more elaborately and to deepen the contacts made. By combining company stands with short presentations, your company will be able to reach a large target group of around 150 graduate students and about 150 to 200 doctorandi.

The participating companies are taken up in our company guide, in which they can present themselves once more on 2 colour, A5 format pages. This guide is distributed to all students on the day of job market to draw their attention. Requests to take part in the job market are best delivered to us before the 20th of December 2009 to ensure a good planning of the market.

1.2 Company presentation

During the academic year, your company can introduce itself by means of a presentation of longer duration (approximately one hour). By these means, you will have the chance to go into the functioning, mentality, atmosphere, possible recruitment forms, etc. of your company more thoroughly and to answer questions.

On such presentation evenings your public consists of interested and enthusiastic students. Afterwards we offer you and the attendants a drink, the ideal opportunity to make contacts in a loose, relaxed manner.

1.3 CV documents

These contain the curricula of our graduating students. The CV documents are offered both digitally and in a bound paper version. The digital version offers you the advantage that several search options can be applied. In these documents the graduation students have the possibility to introduce themselves concerning results during their study career, language knowledge, experience, extracurricular activities and achievements and more. Contact data are incorporated as well.

The CV documents offer you a useful way to quickly find bio-engineers according to the criteria desired by your company. Even more, you'll be a step ahead of the labour market, since this database is already available on the day of the job market.

1.4 Mailing

Another means of reaching the final year and pre-final year students is mail or e-mail. This is a simple manner to let the students get in touch with your company. By means of these you can advertise or send information about training periods and job openings. A mail in the run-up to our job market may prove a very effective way to introduce yourself and get the interest of the students.

Students have the possibility of unsubscribing for this mailing list at the beginning of the year. The mails are sent by Bedrijvenrelaties of LBK to ensure privacy protection. Since the students themselves have the choice to accept, this guarantees that these letters and e-mails will get the necessary attention and are not mistaken for spam.

We offer you a choice between traditional mailing to the students at home and e-mailing. Both services are carefully taken care of by Bedrijvenrelaties of LBK. You are only required to provide the necessary documents. E-mailing can be done at a maximum of 7 times a year.

2 Publicity

2.1 Advertisements

Students

“De Humus” (500 prints) is our weekly information booklet that is distributed for free within LBK. It contains important information on activities, lessons, courses and varia and is the most read publication of LBK. De Humus is distributed every monday morning during classes and is also available in our frequently visited pause space (de Bar) and is put online on the site. De Humus is printed in A4 format. In the booklet, advertisement is possible in A4 or A5 format or your logo can be incorporated.

“De Floreat” (600 prints) is our illustrated magazine with articles concerning past and future activities, general information and a lot of other matters. This illustrated magazine appears 6 times a year (October, December, February, April, May and September). De Floreat is not only distributed (for free) to our students, but it is also sent to all honorary members, graduates and related companies. With an announcement in this illustrated magazine, your company can reach a large public. De Floreat is printed in A5 format. In it, advertisement is possible with an A5 advertisement or a logo.

A fresh concept is the interview. In this interview a junior member of your company can explain about the company, its start procedure, the pros and cons... to promote it as a whole. An interview in A5 size can be published in De Floreat.

A distinction is made between pages in de Floreat, and the back cover (in colour).

Faculty

“Bio-ingenieus” (5530 prints) is the illustrated magazine of the Faculty of Bio-engineering sciences and its association of graduates. Articles with information on the research at our faculty are combined with news concerning the faculty, the assistants, the students and the alumni.

In this quarterly illustrated magazine companies can advertise and as a result, reach the largest public group we can offer (alumni, students and staff of the faculty).

2.2 Website

Students

We offer you the popular possibility to place your logo and link or a banner on the LBK website. The website of LBK can be found on www.landbouwkring.be. The site was completely renovated last year and contains news and information concerning the Landbouwkring, its work groups, ongoing and future projects as well as contact addresses, photographs and more. Moreover, we have an online course service: if students wish to buy any books, these are always ordered through means of the site. And during the exams, the forum with previously used exam questions is also a popular destination.

To give a basic idea: last year counted 7.248.059 hits, 162.978 regular visitors, and 87.215 unique visitors (IP-based). The placable banner can only be 587 pixels long and 60 pixels high at a maximum.

You have the choice between a banner and a logo + link. A logo (+ link) under the menu remains, just like a banner, visible on all pages of the site. You can also let your logo (+ link) appear only on the main page of the site.

2.3 Bar and Gnorgl

“De Gnorgl” is the student cafe of LBK. It opens up Sunday to Thursday from 22h until the early hours. Everybody is welcome at all times for social chatters with fellow students, with a good cold beer in hand. The Gnorgl is more than often the start and finish of a night out. A lot of parties are organised in the Gnorgl every year: the Year Specific Evenings, the beachparty, other theme evenings and much more. Everyone will get his or her flavour satisfied here and the place is full of fun and entertainment.

“De bar” is a sociable space in a building close to the Landbouwinstituut (the building where the faculty is established), where all are welcome for a bite and a drink at about the lowest prices in Leuven. The bar is opened from 9h till midnight and is the ideal place to reside before, in between and after any lessons take place (or sometimes during). During lunch break seats are often fought for, as everyone wants to eat his or her sandwich in the most sociable spot in the Kasteelpark of Heverlee. Professors and assistants are also spotted regularly here.

A lot activities are organised here as well, such as theme evenings, evenings per study option, qualifying rounds of our annual student drinking contest, small parties and many other. Furthermore, the bar is the distribution point of “De Humus” and “De Floreat” and posters announcing the upcoming activities are frequently spread across the walls.

2.4 *Activities and events*

Our student club organises numerous activities during the academic year. You can support these activities or our working groups, both financially and by donating your products. Concerning this type of support, there are several possibilities. With financial support, your logo can either be displayed on the advertising posters or you can advertise by means of a flag or posters which are hung up during the activity. Your company can also become acquainted by a donation of your typical products or gadgets.

If you wish to learn more about our activity calendar, please request the activity file. This file can be provided both digitally and in paper version.

3 Packages

We offer you a number of combinations of relevant components combined into a package. This package is more advantageous for you than the detached components separately.

The combinations of the different features in the package are chosen so that they strive for the best presentation possible of your company to the students and doctorandi, helping both parties.

3.1 *Recruitment package*

- Day on job market
- CV documents graduation students
- A5 page interview in “*De Floreat*”
- E-mailing
- Evening presentation of your company

3.2 Job market package

- Day on job market
- CV documents graduation students
- E-mailing
- A5 advertisement in “*De Humus*”

3.3 Acquaintance package

- E-mailing
- CV documents graduation students
- A5 advertisement in “*De Floreat*”
- A5 advertisement in “*De Humus*”

3.4 Leuven Bio-engineer package

- A4-page in “*Bio-ingenieurs*”
- Logo in “*De Floreat*”
- Logo on the assistants Internet site (full year)

If you have any questions, feel free to contact team Bedrijvenrelaties on 0493/137394 or mail to bedrijvenrelaties@landbouwkring.be.

If you are interested in a cooperation, please contact our team by phone or e-mail.

Team Bedrijvenrelaties

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The options offered above are merely a starting point. Feel free to offer us your own proposals at any rate and any time. We are always looking for new ways to cooperate.

We would like to thank you for reading this file and are looking forward to a pleasant and rewarding cooperation.

Team Bedrijvenrelaties 2009-2010

Barbara Zwaenepoel

Ken Devleeschouwer

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