



Academics for Companies Ghent
General Brochure
2024-2025

Table of contents

02 Introduction

03 Events

09 Workshops

15 Projects

23 Partnerships

25 Closing word

26 Contact



Introduction

The student association Academics for Companies Ghent aims at **facilitating the transition between the academic and business world**. To help both students and companies in closing this gap, Academics for Companies builds a bridge based on three pillars: explore, learn and apply. These are being translated into **events, workshops and projects**.

Events comprise the first step in which students can meet different companies and sectors in order to envision their future career. To achieve our goal, workshops are organised to allow students to develop their soft skills. This concludes the second pillar. At last, students are offered the experience to work on real student consulting cases in for profit projects. These three pillars embody our central motto: **"Explore, Learn, Apply"** in which we empower students in developing their potential.

Four years ago, we successfully introduced the **student consulting projects** in Ghent. Despite the pandemic, we were able to organise **six events and five workshop tracks** throughout the year. Three years ago, we organised **six events and six workshop tracks**. We also continued our beloved student consulting projects, and we successfully introduced the **AFC Data Challenge**. We dove into themes such as sustainability, entrepreneurship and female leadership and helped students develop their public speaking, business, management and data-analytical skills.

We are always striving for the best and improving the quality of our events, workshops and projects. Therefore, we aim to keep **close contact with the students** in the AFC community and our **partners**, to learn from each other and grow together.

We believe your company has the right profile to join us on our journey, and we are looking forward to helping our members explore, learn and apply all the knowledge provided by you!

Events

Events are the perfect opportunity for students to broaden their interests and **explore** new interesting topics. It is also the ideal place for both students and companies to **expand their network**.

Last year AFC Ghent organized amongst others the following events: "The Road to Sustainability" and "Women in Leadership". These events were fully booked with **up to 150 students for each event**. This way we were able to extend the reach of AFC and make it a well-known student organization amongst the students in Ghent. Our goal is to attract motivated students from all kinds of faculties. Our target audience mainly consists of **third bachelor and master students in economics and engineering**.

In the coming year, AFC Ghent will once again offer a broad spectrum of topics ranging from student entrepreneurship, business economics, circular entrepreneurship, economics & politics to data-analytics.

Each semester, our team aims at organising three different events with multiple speakers and a catered networking opportunity afterwards.

Given the wide variety of possible themes, we would like **to hear your opinion** and input on how your company could fit the AFC-DNA and help our students broaden their horizons!



Together reaching our goals

Last bachelor or master students in **engineering** and **economics**.



Up to
150 students



Company
Presentation

As our guest speaker your **company** is put in the spotlight.

Your **recruiters** and **banners** on a catered reception.



Networking



Social Media
Presence

Several **posts** on our **social media** channels.



YOU

Your **company's story** enhances the students' experience during our themed events.



Content



Funding

As a non-profit, our team requires **financial support** to organize these events.



International careers: Global opportunities, boundless growth

Event

Academics for Companies (AFC) Gent aims to bridge the gap between students and the business world. Our three pillars (Explore, Learn, Apply) are reflected in our range of events, workshops, and projects. Through our events, we aim to facilitate **significant learning experiences** for a **large group of students** from professionals in the business world.

We invite companies to share insights on building international careers, from entry-level to advanced positions. This event **highlights your company's global opportunities** and connects with talent eager to make their mark worldwide. Your participation can inspire the next generation of international professionals and showcase pathways your company offers to a global career.

Practical information

Date: 9 October

Location: Sint-Pietersabdij, 9000 Gent (to be confirmed)

Doors: 19h00

Start event: 19h30

Start networking: 21h

Participants: ± 50

For further information, please contact jonasneyt@afcgent.be.



Op stap met ...

Event

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Participants will have the chance to immerse themselves in the **daily workings of your company** through a visit. The company can tailor the visit to their preference. Afterwards follows a small **networking** session to brighten the bond between students and company..

Practical information

Date: Between 4 November - 8 November

Start Event: free of choice

Participants: 20-25

> Participants share their resume and a cover letter

For further information, please contact jonasneyt@afcgent.be.



Academics for Companies



Women in leadership

Event

Academics for Companies (AFC) Gent aims to bridge the gap between students and the business world. Our three pillars (Explore, Learn, Apply) are reflected in our range of events, workshops, and projects. Through our events, we aim to facilitate **significant learning experiences** for a **large group of students** from professionals in the business world.

Despite progress in various sectors, top leadership roles in many companies are still mostly held by men. In our panel discussion, "**Women in Leadership**," we bring together four distinguished female executives who have successfully climbed the corporate ladder. They will share their insights on overcoming barriers in the workplace and discuss how they manage to juggle demanding careers with personal well-being.

Practical information

Date: February

Location: to be determined

Doors: 19h00

Start event: 19h30

Start networking: 21h

Participants: ± 100

For further information, please contact jonasneyt@afcgent.be



Corporate compass: Bridge the knowledge gap

Event

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We want to connect students with companies to discuss how they handle **ethical dilemmas, conflicts of interest, and legal challenges in the workplace**. For instance, how does your company resolve significant ethical challenges? Can you share a specific legal issue you've faced and addressed? We'll start with pre-sent questions and follow with spontaneous ones from students, focusing on laws affecting start-ups, scale-ups, and ethical considerations in business.

Practical information

Date: March

Location: to be determined

Doors: 19h00

Start event: 19h30

Start networking: 21h

Participants: ± 50

For further information, please contact jonasneyt@afcgent.be

Workshops

During their academic career, students often acquire a large range of knowledge and hard skills. However, the value of **soft skills** should not be underestimated for students' professional and personal development. Under the '**Learn**' pillar of AFC, we offer various workshops to **motivated students**. These workshops are organized around a certain theme; bundled in a 'track', or as single workshops about a particular topic. That way, students can refine their soft skills in their field of interest.

The workshops are set up **in small groups of around 25 students** to optimize the transfer of competencies. This also increases the approachability and interaction with the speaker. Each workshop is followed by a small reception where the students and the speaker can get to know each other, exchange knowledge, share interests and expand their network. AFC guarantees **quality** and **professionalism**.

This year we are looking for companies offering workshops around a broad range of soft skills.



Together reaching our goals

Interaction with selected
and **motivated students**
proving soft skill
development.



As our guest speaker
your **company** is put
in the spotlight.

Personal **information** and
CV from selected
students.



Several **posts** on our
social media
channels.



YOU

Your **company's story**
enhances the students'
experience during our
themed events.



Content



Funding

As a non-profit, our team
requires **financial**
support to organize
these events.



**Quality
label**

Your company underwrites
a **certificate** that
materializes the students'
development.



Track to success

Motivation interviews & case solving Workshop

Academics for Companies (AFC) Gent aims to bridge the gap between students and the business world. Our three pillars (Explore, Learn, Apply) are reflected in our range of events, workshops, and projects. Through our workshops, we aim to provide students with **new skills** in an **accessible manner**.

This workshop track provides valuable training in motivational interviewing and case-solving. Participants will improve their job application techniques and problem-solving abilities. The first segment covers crafting compelling **motivation letters and interview preparation**, with practice on common interview questions to boost confidence. The second segment involves engaging with **real-life case studies** and receiving feedback to enhance analytical skills..

Practical information

Location: Sint-Baafshuis, 9000 Gent

Date: week of 14th of October

This is a workshop track, which means the 2 topics will be covered separately in 2 consecutive weeks.

Participants: max. 30

For further information, please contact jonasneyt@afcgent.be.

NOG AANGEPAST WORDEN

How to fill in your taxes

Workshop

Academics for Companies (AFC) Gent aims to bridge the gap between students and the business world. Our three pillars (Explore, Learn, Apply) are reflected in our range of events, workshops, and projects. Through our workshops, we aim to provide students with **new skills** in an **accessible manner**.

Unlock the transformative power of AI in consultancy. AI reshapes problem-solving, strategy, and client engagement by automating tasks, providing deeper insights, and offering innovative solutions. This workshop covers practical AI applications in consultancy, **from AI-driven data analysis to integrating AI tools in client projects**, providing comprehensive training to enhance consultancy practices.

Practical information

Location: Sint-Baafshuis, 9000 Gent

Date: to be announced

Participants: max. 30

For further information, please contact jonasneyt@afcgent.be



Essential Skills for People Management

Workshop

Academics for Companies (AFC) Gent aims to bridge the gap between students and the business world. Our three pillars (Explore, Learn, Apply) are reflected in our range of events, workshops, and projects. Through our workshops, we aim to provide students with **new skills** in an **accessible manner**.

Students often receive abundant theoretical knowledge in their classes, but practical skills are sometimes overlooked. This workshop aims **to bridge that gap by providing students with hands-on experience** in effective people management. The focus is on essential skills such as clear communication, conflict resolution, efficient teamwork, and constructive feedback handling. Through **interactive exercises** and practical examples, this workshop offers an accessible introduction to the core competencies of people management.

Practical information

Location: Sint-Baafshuis, 9000 Gent

Date: to be announced (first semester)

Participants: max. 30

For further information, please contact jonasneyt@afcgent.be



Academics for Companies

Mastering the Art of Public Speaking and Pitching

Workshop

Academics for Companies (AFC) Gent aims to bridge the gap between students and the business world. Our three pillars (Explore, Learn, Apply) are reflected in our range of events, workshops, and projects. Through our workshops, we aim to provide students with **new skills** in an **accessible manner**.

Research shows that strong pitching skills are crucial for professional and academic success. **Clear and persuasive presentations can unlock new opportunities** in job applications, project proposals, and business ventures. This workshop teaches the key elements of effective pitching, **including understanding your audience and structuring your message**. Participants will practice these new techniques to communicate with confidence and impact.

Practical information

Location: Sint-Baafshuis, 9000 Gent

Date: to be announced

Participants: max. 30

For further information, please contact jonasneyt@afcgent.be

Projects

After 13 years of gained experience and knowledge in Leuven, two years ago AFC launched its Projects branch in Ghent. This branch offers **workshops** and **consulting projects** to students. Last year, we successfully organised projects with KBC and Indaver.

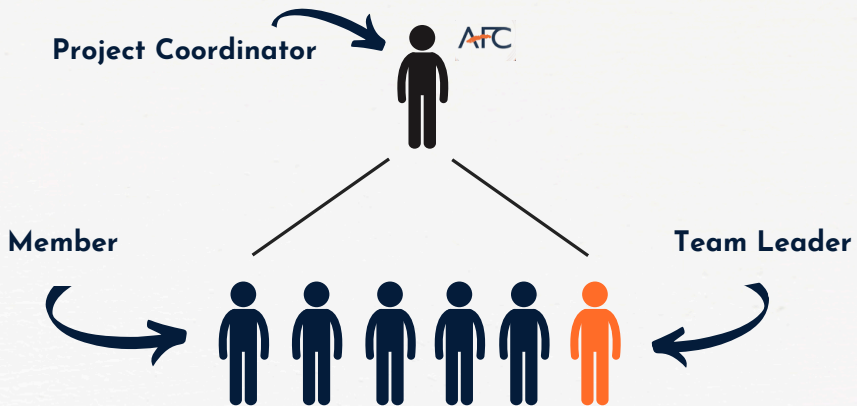
With a Student Consulting project, students can further develop their skills through **creative** and **qualitative projects** for companies active in various sectors. We aim to give students the chance to get a taste of life as a consultant during ten weeks in multidisciplinary teams of six people, by tackling a business problem and formulating advice.

Professional guidance by our consulting partners and an adapted short **training course** consisting of several workshops will ensure that the chosen team is able to complete the project successfully. The result is a **satisfied company** with an implementable solution and six satisfied students with improved skills.

In short, a project comprises the following:



Composition of the team



In order to ensure qualitative deliverables, AFC thinks thoroughly about the **team composition**. AFC Ghent takes **a number of criteria** into account, which the project team has to meet. Based on CV, application form, motivation letter and in some cases an additional interview by phone, the project teams are composed to the best of our knowledge.

The teams are always tailored to the company's project, considering a maximum diversity of knowledge, expertise and study domains while selecting high potential students with great motivation. This method has proven to lead to fascinating synergy effects. In addition, each team is led by a team leader and coordinated by an AFC's project coordinator, who directs and coaches the team and guarantees the quality of the project. The project coordinator is also part of the internal AFC organization, providing training and day-to-day support.

Furthermore, the teams can always count on **advice from the consultancy partner**, who provides relevant support for all projects through coaching sessions and feedback. In this manner, we endeavour to execute the project in the best way possible.

Timeline

Phase 1

Initiation of client cooperation

- **Defining** the project.
- Evaluating the **feasibility** of the project.
- Drafting a **proposal** by the Projects Manager and **signing** the contract.

Phase 3

Realisation of the project

- Initial **meeting** with client and consultancy partner.
- **Workshop**, eg: How to analyse the case and structure the project.
- **Workshop**, eg: How to present the proposed case solution to the company.
- Interim presentation for client, intermediate evaluation by and coaching session with consultancy partner.
- **Final presentation** for client.

Phase 2

Initiation of the project

- **Info-event** for all students: project presentations with your company logo.
- **Screening** of candidates and composition of multidisciplinary **teams**.
- Introductory and educational **meeting**.

Phase 4

End of the cooperation

- **Evaluation** and feedback.
- Possibility of **continuation**.



Together reaching our goals

We provide an **implementable solution** for your problem.



Case to solve Teambuilding



We organise a **teambuilding** for all participants to have an informal meet and greet with your recruiters and your consultants.

As our client we can provide you all sorts of **visibility** on our events, social media...



Brand building



6 High Potentials

Participating students are carefully **selected** by our **application process**.



YOU

Students materialize their experience by a **certificate** signed by you and our consultancy partner.



Certificate



Coaching sessions

A real-life **consulting case** for the students to solve.



Funding

As a non-profit our team requires **financial support** to organize these projects.

Possible cases

As motivated high potential students from various disciplines are carrying out the projects, the **range** of possible **projects** is **wide**. We will therefore gladly discuss the possibilities of a project for the client. Past years, AFC realized projects in the following **areas of expertise**:

Finance & Accountancy



- Investment analysis
- Cost analysis
- Solvability analysis

Engineering



- Feasibility study
- Optimizing production and material

Production & Logistics



- Production planning
- Inventory planning
- Inventory management

Strategy & innovation



- Business modelling
- Feasibility study
- Location survey
- Break-even analysis

Marketing



- Market research
- Brand health check

Legal



- Accountancy & IAS/IFRS
- Organizational structure

HRM & Organisation



- Compensation & benefits
- Improving organizational structure
- Changing business culture

IT



- Digital marketing



About this project

Over a period of **6 weeks**, a group of approximately **6 students** will work on solving a real-world business problem provided by your company. This year, the focus is on **artificial intelligence (AI)**. AI encompasses a broad range of technologies designed to perform tasks that typically require human intelligence. These include machine learning, natural language processing, robotics, and more. AI is revolutionizing business processes by enabling predictive analysis, automating routine tasks, enhancing customer service, and providing data-driven insights.

We invite your company to present a problem or challenge related to AI that our team of students will work to solve. The selected team will collaborate closely with your company, having the opportunity to seek guidance and ask questions. At the end of the 6 weeks, the team will present their solution. This collaboration provides your company with direct engagement with promising economics and engineering students while also enhancing your brand exposure through our marketing campaigns, including Instagram posts and flyers.

We encourage your company to be a part of AI-VOLUTION, where innovation meets education to solve real-world challenges with the power of AI.

Practical information

Date: Starting October 7th until the week of November 11th

Participants: one group of six selected students

For further information, please contact jonasneyt@afcgent.be



Academics for Companies

Data Challenge



About this project

The AFC Data Challenge is a **one-day case competition** where students first attend workshops and then work in teams of four to tackle a data-related business case. At the end of the day, they pitch their solutions to a jury. The winning team receives a prize, and all participants are awarded a certificate of participation. Throughout the event, we provide snacks, drinks, and conclude with a networking reception.

We are seeking companies to partner with us in two key ways:

1. Conduct workshops: Share your expertise by leading workshops that prepare students for the challenge. This is an excellent opportunity to showcase your company's thought leadership and engage directly with emerging talent.

2. Present a business case: Provide a compelling data-related case for the students to solve. This allows you to interact with high-potential students and gain fresh insights into your business challenges.

Partnering with us offers a unique chance to connect with motivated students, enhance your brand visibility, and contribute to the development of future data professionals!

Practical information

Datum: 1 afternoon + evening in the week of March 3rd

Participants: approximately 40 students

For further information, please contact jonasneyt@afcgent.be



Sustainability Challenge

About this project

The Sustainability Challenge is a **case competition** designed to bring together innovative students and industry leaders in the field of sustainability. Participants form teams of three/four and are tasked with tackling a business case related to sustainability. Each team will develop and present their solutions to judges, who will evaluate their proposals based on creativity, feasibility, and impact. The top team will receive a prize and all participants will earn a certificate.

We are looking for companies to present a case: offer a relevant sustainability challenge and engage with high-potential students.

Partnering with us provides a unique opportunity to connect with emerging talent, demonstrate your commitment to sustainability, and enhance your brand's visibility. Join us in shaping the future of sustainability and making a meaningful impact through this dynamic and collaborative event!

Practical information

Datum: an evening in the week of March 31st

Participants: approximately 20 students

For further information, please contact jonasneyt@afcgent.be

Partnerships

AFC Ghent enters its sixth year of existence. Mountains were moved last year and mountains will be moved this year **to build and expand AFC Ghent**. We passionately pursue our effort to assist students in **bridging the gap** between the academic and the professional world. We believe your company has the right profile to **join us in our effort**.

Reaching out to your company which both **fits the AFC-DNA** and the selected topics, we carefully crafted our ideas, mission and values into concrete partner proposals. By doing so, we match our students' and your company's needs whilst creating added value for both.

We offer three types of annual partnerships for both in-kind (supporting) and financial support (junior and senior) that guarantee a considerable degree of **visibility among students** from several faculties, in particular among students from the faculty of **(Civil) Engineering** and the faculty of **(Business) Economics**. In addition, as a **multi-faculty student organization**, we are able to reach those students that meet your companies' wishes in case you are looking for specific profiles. In line with this, **customized partnerships**, tailored to your companies' preferences, are **possible** as well. We look forward to devise a partnership that enables a durable cooperation between AFC Ghent and your company.

Past achievements and partners

GDF SUEZ



McKinsey
& Company



Deloitte.



ExxonMobil



KEARNEY

DURACELL



THALES



IMMOWEB

"Due to their creative approach and continuous devotion, the AFC team realized results that exceeded our expectations.

We would enthusiastically embrace a follow-up project."

"I am very impressed by the results, the level of professionalism and the outcome in just a few weeks time!

Thank you to all the team!"

Best JE project
Europe 2018



Junior Enterprise
Europe 2019

Closing word

We hope to have convinced you of our capability to be your gateway towards students in Ghent for both your visibility and recruitment opportunities. Hopefully our contact can develop into a great collaboration that will benefit you, AFC and our promising Ghent students. Please do not hesitate to contact us in case of further questions.



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