



GENERAL ASSEMBLY 2020

COOPERATION BOOKLET



The Board of European Students of Technology, known as BEST, was born in 1989 as an international, apolitical and non-profit organisation. It is entirely made up of European university students, of technology and science degrees, who have voluntarily committed themselves to take part in both the improvement of education and in the personal development of students in Europe.

Empowering diversity and developing students' skills are our two main goals. In order to achieve them, we organise different events throughout the year, where we look for the students to put into practice their theoretical knowledge, learn and reach their maximum potential in a multicultural and international environment.

BEST in numbers:

94 Local Groups

34 Countries

3500 Members

1.5 Million Students reached



ABOUT BEST



We connect the three vertices of the University-Students-Businesses triangle through different means:

Promoting complementary education for European students through international activities such as engineering courses or soft skills workshops, engineering competitions, lectures, etc.

Supporting students at the start of professional careers, making it easy for students and companies to establish communication and encounter channels, such as job fairs, workshops, selection processes, etc.

Propelling students' educational involvement in their universities through events where they can take part in first-hand, discussing about education plans and methods in Europe, all with the purpose of gathering information for their analysis and improvement.

Local BEST Group Istanbul Yildiz was established in 2008 at Yildiz Technical University and is one of the 98 Local BEST Groups. With over 80 active members we are one of the strongest teams in Europe. Yearly, we organise 12 local and international events which are very popular among students from all universities in Istanbul. Our events are gladly attended by over 12 000 students every year.

Yildiz Technical University is one of the seven public universities situated in Istanbul besides being the 3rd oldest university of Turkey with its history dating back to 1911. It is regarded as one of the best universities in the country, as well. Our university has 11 Faculties, 2 Institutes, the Vocational School of Higher Education, the Vocational School for National Palaces and Historical Buildings, the Vocational School for Foreign Languages and more than 35 000 students.



INTRO TO GA



General Assembly is an annual event that gathers the leaders of the 94 Local BEST Groups across 34 countries, together with the leaders of the organisation and partners of BEST. This year's edition will be hosted by Istanbul Yildiz Local BEST Group, in Yildiz Technical University.

More than 300 volunteers, who are students of technology, will meet to discuss important topics and make decisions on the future direction of the organisation in a 7-day long event. The Official Opening Conference, taking place on the 1st day of the event, 24th of April 2020, inside the University of Istanbul Yildiz, constitutes a symposium where local and international students meet with our corporate partners, as well as our institutional European partners, such as SEFI and FEANI.

In today's rapidly changing society, we believe in the responsibility and opportunity that scientists and engineers, as well as businesses and universities, have in addressing important societal challenges. That's why, this year, the projects and services of BEST are focusing on the United Nations' Sustainable Development Goals (SDGs).

Throughout the Opening Conference, the different actors will showcase and discuss their efforts and viewpoints on the SDGs and the role of engineering students and companies in fulfilling them. It's a unique and exclusive opportunity for our partners to engage with young talented students and to empower their brand as a progressive and innovative company.

The audience is composed of:

Around 270 international students coming from 34 countries
(the attendees of the General Assembly)

Around 100 local and national students from Turkish universities
University and City Hall representatives
Companies and Partner Institutions
Media Channels



ACTIVITIES OF THE EVENT



★ **Presentation**

You will have the chance to deliver in front of all the attendees a 15-min presentation about your company's views on the SDGs and if the case, your efforts in tackling one of them. Your speech will be live-streamed on all our media channels and to the whole organisation.

★ **Workshops**

After the speeches, you will have the chance to conduct a 2-hour Workshop or Case Study where you engage with a more targeted audience (20-30 students) about a specific topic relevant to your company, related to the SDGs. The spots are limited to 4 companies.

★ **1-on-1 Interview**

Our partners can, based on the CVs, select specific students among the participants to have an 1-on-1 interview with or personally invite them for an interview after the workshop.

★ **Panel Discussion**

Representatives from corporate partners, together with professors/experts from our partner European institution, will be guided through a facilitated discussion about one of the SDGs or the role of engineering and engineers in tackling them, in front of the participants of the event. It's your opportunity to bring your company's point of view on the current and future challenges in society.

★ **Networking Fair**

The day is concluded with a Networking Fair, where you can interact with the students and attendees of the event in a more informal setting and present your company's opportunities.

★ **Promotion**

Materials from your company in the welcome packs
Your logo on all printed promotional materials
Promotion in our Social Media channels
Your logo will be inserted in the event's website with a hyperlink to yours



PARTNERSHIP

Goals Partners

- Presentation
- Workshop
- Panel Discussion
- Networking Fair
- Access to participants' CVs
- 1-on-1 interviews with preselected participants
- Promotion
- Exclusive photo reportage of the event
- Possibility to publish and promote interviews on Social Media
- Live-stream coverage
- Ad-hoc Social Media Marketing Campaign (Facebook and LinkedIn)
- Promo material, gadgets and giveaways in welcome packs
- Company logo on BEST Istanbul Yildiz website
- Event labeled as: "Powered by [Your Company's Name]"

Financial Contribution: 5,000 EUR

Networking Partners

- Networking Fair
- Access to participants' CVs
- 1-on-1 interviews with preselected participants
- Promotion
- Exclusive photo reportage of the event
- Possibility to publish and promote interviews on Social Media
- Ad-hoc Social Media Marketing Campaign (Facebook and LinkedIn)
- Promo material, gadgets and giveaways in welcome packs
- Company logo on BEST Istanbul Yildiz website
- Event labeled as: "Sponsored by [Your Company's Name]"

Financial Contribution: 2,500 EUR

Promo Partners

- Promotion
- Ad-hoc Social Media Marketing Campaign (Facebook and LinkedIn)
- Promo material, gadgets and giveaways in welcome packs
- Company logo on BEST Istanbul Yildiz website
- 2 company delegates are invited to attend the conference
- Event labeled as: "Supported by [Your Company Name]"


Financial Contribution: 1,000 EUR

CONTACT

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