

**EngineersWeek**  
24 Feb – 2 March 2018

**PR TOOLKIT  
FOR EVENT  
ORGANISERS**

# HOW TO PROMOTE YOUR ENGINEERS WEEK ACTIVITY

Our PR Toolkit contains everything you need to help your organisation promote your Engineers Week activities and events. The toolkit features a number of promotional ideas and templates that you can use to help create awareness about Engineers Week, your involvement and planned activities.



# What is Engineers Week?

Engineers Week is a week-long festival of nationwide events celebrating the world of engineering in Ireland. The annual event is coordinated on a national basis by Engineers Ireland's STEPS programme- a strategic funded partner of Science Foundation Ireland's (SFI) Smart Futures programme.



## Why promote your Engineers Week activity?

- Inspire young people to explore engineering career paths in your community
- Encourage young people, their teachers and parents to explore the fun world of engineering
- Highlight your support for Engineers Week
- Showcase your event and encourage participation and engagement
- Publicise your role as a Science, Technology, Engineering and Maths (STEM) champion in your community

## Our Strategic Partner



## Our 2018 Sponsors

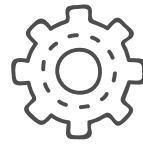
ARUP



Energy for generations



# PROMOTIONAL IDEAS



## Engineers Week Website

A quick and easy way to promote your Engineers Week event is to register your activities on the Engineers Week website. Register your event as soon as possible, the earlier your event is listed, the greater the number of people who will be able to view your event on our custom calendar. Events registered before the 31st January will be included in Engineers Ireland's media promotion and received promotional items. Visit [www.engineersweek.ie](http://www.engineersweek.ie) and register your event today!

## Engineers Week Logo

Use the official Engineers Week logo on all communication materials. For example, you can use the logo on your Engineers Week invites, in your company newsletter or within your email signature. The logo is available in multiple formats (e.g. pdf, jpeg and png etc.) on the Engineers Week website.

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# MEDIA OUTREACH



## Press Release

Our template press release will help you generate media coverage for your Engineers Week activities. The press release can be amended with your details and should convey the most important details of your event to the media. The press release can be sent before the event to encourage more people to come along to your event or after the event has taken place. Where possible, include a high-resolution photograph to accompany your press release.

Most local newspapers are published weekly and have their own websites, look to connect with a news, features or community editor. Timing is crucial so take note of the copy deadline for each.

Remember: Get consent for photos! You need to get consent from people you would like to take photos of or video, especially if you plan to use for publicity or through your social media activity.

## Diary Notice

Our diary notice template will assist you when inviting journalists from your local newspaper and radio station to your event. The diary notice can be issued as a standalone item prior to your event or alongside your pre-event press release.

## What's on and Community Listings

Put together a list of 'What's on Guides' and event listings for your local area e.g. local radio stations, local tourism websites and community websites. Use the template community listing template to send through your event details and contact details for those who wish to find out more. Include a local or personal story to generate interest about your event.

### TOP TIPS FOR PITCHING YOUR STORY TO LOCAL MEDIA

- Think about the key messages and ensure that you are including the most relevant and most interesting information.
- Keep it short and simple. Journalists are busy so include the key details (who, what, where and when) in the first paragraph.
- Send journalists the press release pasted into the body of an email and attach a high-resolution image.
- An eye catching image will help bring the story to life for the readers.
- Include your email and phone contact details at the end of the press release for any media enquiries.

# COMMUNITY OUTREACH



## Invitations

Invitations are an effective way to reach target audiences like schools, clubs and resource centres. Don't forget to invite colleagues to your Engineers Week event, email your invite and place it on noticeboards in communal areas. The STEPS team also have access to contacts in schools and libraries nationwide and they can link you with a school in your area.

## Posters

Use the template poster to display the details of your event as widely as possible in your area. When sending your invitations to your event, include a poster and ask your contact to place the poster on a public notice board or in a communal area. The template poster is available on the Engineers Week website.

## Social Media

Social media is another way to promote your activity and create engagement in advance of your event. Facebook, Twitter, LinkedIn and Instagram can be used to increase awareness of your events to your community network and beyond. Update regularly with related news and photographs in the lead up to and during Engineers Week. Get connected! Follow Engineers Week on Twitter at @EngineerIreland and use the hashtag #engweek18 when posting about your activities. Like our Facebook page by visiting <https://www.facebook.com/EngineersIreland/>



## Get Trending Tips

- Upload videos and images from your activities – make sure you have permission first!
- Encourage others to share their Engineers Week experiences
- Use #engweek18 in each of your posts and help get Engineers Week Trending

## Case studies

Complete the template case study after your Engineers Week event and send it to [steps@engineersireland.ie](mailto:steps@engineersireland.ie) so that we can include it on our blog and add the event to our overall Engineers Week 2018 event report. Include a good- quality image of your event and we can add it to our image gallery.

## Photos

If you are arranging photography or filming at your event, permission will need to be obtained from a parent or guardian. We have included a permission template form in this pack to assist you.

## Contact us

Please don't hesitate to contact us if there is anything that we can help you with.

**E:** [steps@engineersireland.ie](mailto:steps@engineersireland.ie)

**T:** 01 6651340





# #engweek18Template Press Release

[Your School/Organisation] Brings the Future of Engineering to [County] during Engineers Week 2018

**Date:** : [Your school/organisation] is encouraging students in [County] to engineer the Ireland of tomorrow by hosting a number of fun events and activities in [your location] during Engineers Week 2018.

Taking place from **24th February – 2nd March 2018**, Engineers Week encourages primary and post-primary students, their teachers and parents to explore the exciting world of engineering as well as highlighting the diverse career opportunities engineering offers. The annual event is coordinated on a national basis by Engineers Ireland's STEPS programme – funded under Science Foundation Ireland's Discover programme Call.

**Tell us about your involvement and your event here!**

E.g. [Your School/Organisation] is delighted to host events during Engineers Week 2018 and looks forward to engaging with [number] students in [county]. Insert further details about your events here and a quote from your organisation.

Commenting in advance of Engineers Week, Caroline Spillane, Director General of Engineers Ireland, said: "Now in its 12th year, Engineers Week is going from strength to strength and we want to once again engage new audiences and showcase the exciting world of contemporary engineering in Ireland.

"Participation in Engineers Week not only benefits the community, it also yields benefits for the individual engineer, the organisation, and the profession as a whole. Engineers have a key role in society solving global problems in areas like water management, infrastructure development, environmental sustainability, energy security and food supply. A career in engineering offers great diversity and I strongly urge residents in [County] to get involved and attend events in their locality," she continued.

Dr Ruth Freeman, Director of Strategy and Communications at Science Foundation Ireland, said: "Science Foundation Ireland is delighted to support Engineers Week 2018 through the SFI Discover Programme, under our commitment to make science, technology, engineering and maths accessible to all. Engineers play a crucial role in the development and

functioning of our modern society, from clean water to transport systems, the technology behind devices such as mobile phones and exciting areas such as bioengineering and biomanufacturing. By supporting this national initiative, we are encouraging young people to consider the science and engineering in their everyday lives and inspiring them to explore career paths in these areas. I would encourage everyone in [County] to get involved in Engineers Week and experience this exciting world for themselves.”

To find out more about events taking place around the country or to register an event visit [www.engineersweek.ie](http://www.engineersweek.ie). As well as events organised by companies, third-level institutions and the public sector, teachers are also encouraged to run their own classroom-based activities, quizzes and competitions. A full list of resources and activities are available on the Engineers Week website.

ENDS

For further information please contact:

INSERT YOUR CONTACT DETAILS HERE

Name:

Organisation:

Telephone number:



# ABOUT ENGINEERS IRELAND

Notes to editor:

Engineers Ireland is one of the largest representative bodies in Ireland, with 23,000 engineers. The membership incorporates all disciplines of the engineering profession across public and private industry, academic institutions and engineering students.

The Engineers Ireland STEPS programme encourages primary and post-primary students to explore the world of STEM while also promoting engineering as a career choice.

STEPS is managed by Engineers Ireland and supported by Science Foundation Ireland, the Department of Education and Skills, and a number of major engineering employers (Arup, ESB and TII ).



# Template Diary Notice/Photo Alert for issuing to media

**Date:** [Insert date here]

Engineers Week 2018

**Who:** [use this line to highlight event VIPs]

**What:** [Your school/organisation marks Engineers Week with a special XX showcase event]

**Where:** [Insert full address]

**When:** [Day, date, month] 2018 at [time]

Background: To celebrate this year's Engineers Week from 24th February to 2nd March 2018, [your school/organisation] is holding [insert full details of your event and activities]. There will be [include incentives for those attending e.g. xxx will be there, free activity packs, etc.]

## AVAILABLE ON THE DAY:

### Photo Opportunities:

- Photography of children and parents attending [insert event] as part of Engineers Week celebrations
- Photography of [insert speaker/special figure name] [doing what]

### Interview Opportunities: (if applicable)

- [Insert name of spokesperson/staff member]
- [Insert name and title – where applicable–of any special guests]

### To confirm attendance or for further information:

Insert your contact details here:

Name

Organisation

Phone number

Email address

# Template Community Listing

**Date:** [Insert date here]

**Title:** [Insert title of the event here]

**When:** [Day, date, month] 2018 at [time]

**Where:** [Insert full address]

**Who:** [use this line to highlight event VIPs]

**Background:**

[Write a few short paragraphs about your event.]

For details on the events taking place across Engineers Week, visit [www.engineersweek.ie](http://www.engineersweek.ie)

ENDS

**For further information please contact:**

Insert your contact details here:

Name

Organisation

Phone number

Email address



# Photo/video consent form

Child's name: \_\_\_\_\_

Parent/guardian name: \_\_\_\_\_

Parent/guardian phone number: \_\_\_\_\_

Parent/guardian signature: \_\_\_\_\_

School name (optional): \_\_\_\_\_

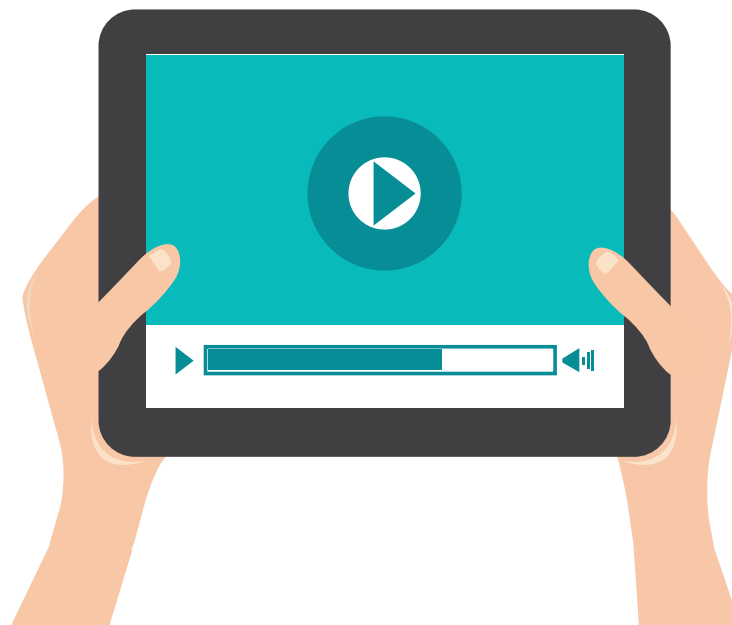
For publicity purposes, [your organisation's name] may wish to take photos/videos of your child at the Engineers Week event they are attending on [date]. Please fill in the details above, along with your signature, if you give consent for these photos/videos to be used for media purposes or on websites, publications and/or social media associated with the above organisation and/or with Engineers Ireland, Engineers Week and/or the STEPS programme.

**For further information, please contact:**

Your Organisation

Representatives Contact Details

Alternatively, please email Anne Marie Clarke, Events and Press Officer at Engineers Ireland via [aclarke@engineersireland.ie](mailto:aclarke@engineersireland.ie)



# Template Case study

Engineers Week 2018 at [Your school/organisation name]

Fact file

**Who?** [Brief description of your school/organisation, e.g. XX is a biomedical engineering company employing 200 people in Ireland]

**What?** [Brief summary of what you did for Engineers Week, e.g. “on-site session at our plant for local schoolchildren OR “poster competition, engineering quiz, engineering experiments etc.”]

**Where?** [Where did the events take place?]

**When?** [Day, date, month] 2018 at [time]

**Why?** [Brief description of your motivation for taking part, e.g. “To inspire students to consider engineering as a career choice ... to grow awareness of STEM”]

The details

Please provide a couple of paragraphs with some details about your events / activities during Engineers Week. Include the following info if you can:

What happened?

Who was involved?

How many staff took part?

What did your staff get out of it?

How many people came to your facility?

How many volunteers were involved in local activities (school visits etc.)?

What kind of reaction / response did you get? / What were the results?

Would you recommend Engineers Week to other schools/organisations?

Do you hope to get involved again next year?

Include a link to your school/organisations website/blog/Twitter account (if you have one).

Please send us a few photos, if available.

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