

Media Kit

Our Media Kit 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.

Thank you for your support!

Engineers Week brings the fascinating world of engineering to life in communities nationwide, inspiring children and young adults to engineer the Ireland of tomorrow. Engineers Week is proudly supported by SFI and Industry leaders ESB, TII, Intel and ARUP.

By supporting Engineers Week you are raising the profile of Engineering as a dynamic and versatile career choice and promoting the opportunities in the growing sector.

What's in the Kit?

- Press Release Template (Page 2-3)
- Template Diary Notice/Photo Alert for issuing to media (Page 4)
- Community Listing Template (Page 5)
- Sample copy to post on your website (Page 6)
- Sample Social Media Posts (Page 7)
- Top media tips and evaluation (page 8 - 9)

Template Press Release

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

Day, Date Month 2019: [Your school/organisation] is encouraging students in [Town/County] to engineer the Ireland of tomorrow by hosting a number of fun events and activities in [your location] during Engineers Week 2019.

Taking place from 2 – 8 March 2019, 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 and supported by industry leaders, TII, Arup, ESB and Intel.

Tell us about your involvement and your event here!

E.g. [Your School/Organisation] is delighted to host events during Engineers Week 2019 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: “Engineers Week is a chance for parents and young people to find out more about the many career opportunities available within the engineering sector and learn about the kind of skills that qualified engineers can build on as they move through their careers.

“The Week also highlights how a career in engineering is accessible to all those who have an interest in the sector. There are many misconceptions about the ‘type of person’ who should pursue engineering and during Engineers Week we can show people that the world of engineering is open to everyone - girls, boys, creative thinkers, curious minds, problem-solvers and leaders,” she continued.

Margie McCarthy, Head of Education and Public Engagement at Science Foundation Ireland, said: “Science Foundation Ireland believes in the ability of science, technology, engineering and maths to effect positive change in the world. Engineers Week 2019 offers an opportunity to encourage and inspire young people and help guide their subject and career choices to increase their knowledge and understanding of the world of engineering, and we are delighted to support the week in partnership with Engineers Ireland.”

To find out more about events taking place around the country or to register an event visit 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:

Notes to Editor:

With over 25,000 members, **Engineers Ireland** is the voice of the engineering profession in Ireland. Engineers Ireland was established in 1835 making the organisation one of the oldest and largest professional bodies in the country. Members come from every discipline of engineering and range from engineering students to fellows of the profession. For more information, see www.engineersireland.ie.

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 the only national full-time STEM (science, technology, engineering and maths) outreach programme with a focus on engineering.

Template Diary Notice/Photo Alert for issuing to media

Date: [Insert date here]

Engineers Week 2019

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] 2019 at [time]

Background: To celebrate this year's Engineers Week from March 2nd to March 8th 2019, [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] 2019 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

ENDS

For further information please contact:

Insert your contact details here:

Name

Organisation

Phone number

Email address

Sample copy to post on your website/newsletter

Here's some text you can add to your website or newsletter to help promote Engineers Week:

Engineers Week March 2 -8 2019

www.engineersweek.ie @engineerireland #EngWeek19

Engineers Week brings the fascinating world of engineering to life in communities nationwide, inspiring children and young adults to engineer the Ireland of tomorrow. A recent survey undertaken by Engineers Ireland predicts over 6,000 jobs in the sector next year. To meet the talent demands of Ireland's project 2040 ambitions we need skilled engineers and as a result are urging more young people to consider a career in engineering. Showcasing engineering as a diverse career choice by organising an Engineers Week event.

To find out more about how you can get involved, visit www.engineersweek.ie or email steps@engineerireland.ie



Sample social media posts for Engineers Week 2019

Here's some ideas for tweeting to help promote Engineers Week. Don't forget our main hashtag is [#EngWeek19](https://twitter.com/EngWeek19) and tweet us [@engineerireland](https://twitter.com/engineerireland)

- We're proud to be taking part in Engineers Week and supporting @engineersireland showcase engineering! #EngWeek19
- Inspiring future engineers around the world by celebrating Engineers Week and raising the profile of engineering in Ireland. @engineerireland #EngWeek19
- Engineers Week will bring the fascinating world of engineering to life in communities nationwide, inspiring children and young adults to engineer the Ireland of tomorrow. @engineerireland #EngWeek19
- We are taking part in the nationwide campaign Engineers Week to raise the profile of engineering. @engineerireland #EngWeek19
- Engineers in Ireland have never been more in demand. A recent survey predicted that over 6,000 new jobs will be created in the engineering sector this year. Play your part in encouraging today's children to engineer the Ireland of tomorrow: www.engineersweek.ie @engineerireland #EngWeek19

Imagery: use your own images! However, if you don't have many images below are a few general Engineers Week Images to attach to your posts



TOP MEDIA TIPS:

- Social media (Facebook, Twitter and Instagram especially) is another key platform for promoting your event to your community network and beyond
- 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.
- If you are in a company or organisation, don't forget to ask to include key info about your event and Engineers Week on your internal intranet or e- newsletter where appropriate

And most importantly – don't forget to **register** your event/activity so we can add it to our online listings! Register via <http://www.engineersweek.ie/register-your-event/>

Logos, photo consent forms, evaluation forms, certificate of participation, activity pack and much more can be downloaded via <http://www.engineersweek.ie/promoteyouevent/>



Evaluate!

As an event organiser it is critical for you and your attendees to evaluate your Engineers Week experiences, so we can analyse the positive impact of all your hard work. You can do this via our online evaluation [forms](#)