

# The Engineering Education Grant Scheme

## Marketing and PR toolkit

### Introduction

Congratulations on being awarded funding from the Engineering Education Grant Scheme (EEGS). The IET and IMechE want to help you celebrate your success and raise awareness of the supported projects, both within our organisations and membership and externally to the media and beyond.

A condition of the funding is that project recipients will be happy to be involved in promotional activities. This could range from information being uploaded on to the funders' websites, achieving coverage in the media or via social media channels. High resolution images (with relevant permissions) can also be very useful.

Below are some tips to promote your achievement. We'd really appreciate it if you can help us in this truly valuable way. The Communications teams at both organisations can offer support and guidance to help you maximise awareness of your project.

### Branding

In recognition of the support that you have received from the fund you should include the IET and IMechE logos and website addresses/links on any materials relating to the activity including print materials, web pages, banners, posters etc. Use of the IET and IMechE logo should be in line with our brand guidelines and will need to be approved by the funders.

To arrange approval please send your drafts to [ZoeBuss@theiet.org](mailto:ZoeBuss@theiet.org)

### Social media

We would love to keep up to date with how your project is going, and social media is now the quickest way to do this!

If you are on Twitter please follow us @TheIET and @IMechE so that we can retweet you and use the hashtag #EEGS.

You can use the pre-drafted social media posts to let people know about your success:

- So pleased to have been awarded a grant scheme via @TheIET and @IMechE #EEGS <http://ow.ly/r4N730cAHz7>
- Our education project has received funding from @TheIET and @IMechE #EEGS <http://ow.ly/r4N730cAHz7>
- Funding received to help inspire next generation of engineers! Thank you @TheIET @IMechE #EEGS <http://ow.ly/r4N730cAHz7>

***Please ensure if you are tweeting photos of the event, you have permission from all schools and pupils taking part.***

## **Sharing your success with your regional and trade media**

Please feel free to let your regional or specialist trade media know about your success.

Below (page 3) is a template press release which you can adapt and use to do this. You can also use the press release as promotional copy for websites and e-newsletters.

You can send your completed press release back to us for sharing or, if you already have contacts, it would be useful for you to let us know which media titles you plan to contact:

- Sophie Lockhart, IET Senior Communication Executive,  
E: [SLockhart@theiet.org](mailto:SLockhart@theiet.org) | T: 01438 765686
- Siobhan Wren, IMechE Engineering Policy Assistant,  
E: [Siobhan.Wren@imeche.org](mailto:Siobhan.Wren@imeche.org) | T: 020 7304 6976

## **Involving Politicians**

Another important aspect is making local and national politicians aware of your project and ideally getting them involved in it. The communications experts from the IET and IMechE can help with advice in terms of engaging politicians successfully and gaining the most from this exposure. In addition, they will be able to potentially link your project within wider communications that the IET and IMechE are involved with.

## **Interview formats**

Interviews can take place for newspapers, magazines, radio and TV:

- For newspapers and magazines, interviews usually take place over the phone.
- For radio, interviews are also usually telephone interviews (they can be pre-recorded or live), although occasionally you might be asked to visit the studio.
- TV interviews most often take place in the studio, however, in some cases the journalist may come to you if it provides a good backdrop for the interview.

## **Useful information for handling journalists**

The most important thing is not to be nervous! The interviewer will largely just be interested in speaking to you and finding out a little more about your story. They won't be looking to catch you out. Below are a few things that might be helpful to remember:

- Stay calm and positive.
- If you are asked a question you are uncomfortable with, try to close off the enquiry as soon as possible and talk about what you do know.
- If you are asked a question about something which you do not know the answer to, simply say so and/or direct the journalist to the IET/IMechE (contact details below).
- Don't be afraid to refute any incorrect statements, and if the interviewer incorrectly paraphrases your statement, correct them.

## **Help!**

If you'd like help with anything mentioned above, please do not hesitate to contact us:

- Zoe Buss, IET Education Manager.  
E: [ZoeBuss@theiet.org](mailto:ZoeBuss@theiet.org) | T: 01438 765 673
- Sophie Lockhart, IET Senior Communications Executive,  
E: [SLockhart@theiet.org](mailto:SLockhart@theiet.org) | T: 01438 765 686
- Siobhan Wren, IMechE Engineering Policy Assistant,  
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## NEWS RELEASE

**[Organisation]** celebrates **[fund amount]** grant from engineering institutions

**The Engineering Education Grant Scheme provides support for UK-based educational projects that increase engineering knowledge in young people**

**[Date] [Month] [Year]**

**[Organisation]** is celebrating after receiving a **£XX** grant from the Institution of Engineering and Technology and the Institution of Mechanical Engineers.

**[Information about the project and organisation]**

The Engineering Education Grant Scheme (EEGS), which is run by the Institution of Engineering and Technology and the Institution of Mechanical Engineers, aims to engage young people aged 4-19 in learning about engineering and to develop the professional skills of those involved in supporting Science Technology Engineering and Mathematics (STEM) learning and careers awareness.

**[Name of person and role at recipient organisation]** said: “**INSERT QUOTE**”

Colin Brown, CEO at the Institution of Mechanical Engineers, said: “[**INSERT NAME OF PROJECT**] project is a fantastic example of the kind of projects the EEGS scheme aims to promote. The UK is facing a critical engineering skills shortage and showing young people how creative and exciting engineering can be is a key way of inspiring the engineers of tomorrow

David Lakin, Head of Education at the Institution of Engineering and Technology, said: “In order to tackle the engineering skills gap we need more graduates and apprentices to enter the profession, and this can only happen if more school-age children – girls as well as boys – are attracted to, and choose to study Science, Technology, Engineering and Maths subjects. The IET and IMechE are investing considerable resource in EEGS to support vital projects like [**NAME OF PROJECT**], which highlight the exciting, creative and rewarding world of engineering careers to young people.”

Organisations capable of developing and delivering UK-based educational activities are eligible to apply to the EEGS scheme.

There are two levels of funding available. Awards of up to £5,000 are available for standard applications to the fund, and a limited number of awards up to £15,000 are available each year.

### Notes to Editors

#### **About the Institution of Engineering and Technology**

We inspire, inform and influence the global engineering community to engineer a better world and we are a diverse home for engineering and technology intelligence throughout the world. This breadth and depth mean we are uniquely placed to help the sector progress society. We want to build the profile of engineering and technology to change outdated perceptions and tackle the skills gap. This includes encouraging more women to become engineers and growing the number of engineering apprentices.

Interview opportunities are available with our spokespeople from a range of engineering and technology disciplines including cyber-security, energy, engineering skills, innovation, manufacturing, technology, transport and diversity in engineering.

For more information, visit [theiet.org](http://theiet.org) and follow the [IET on Twitter](#).

### **About the Institution of Mechanical Engineers**

The Institution of Mechanical Engineers was established in 1847 and has some of the world's greatest engineers in its history books. It is one of the fastest growing professional engineering institutions. Headquartered in London, we have operations around the world and over 120,000 members in 140 countries working at the heart of the most important and dynamic industries such as the automotive, rail, aerospace, medical, power and construction industries. For more information [imeche.org](http://imeche.org).

#### **PRESS OFFICE**

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