**IET Faraday Challenge Days 2021-22**

**Media Toolkit**

Here at the Institution of Engineering and Technology (IET), we’re so excited about this year’s IET Faraday Challenge Days (FCDs) and we hope you are too!

Previous IET Faraday Challenge Days have been a great success and have received lots of positive media coverage.

**Read all about it!**

Now it’s your schools turn to compete for a spot in the IET Faraday Challenge Days final, and we want you to shout about it to your local media. Regional newspapers, radio and television stations love stories like the IET Faraday Challenge Days, because they show local students doing exciting and innovative things with engineering and technology skills.

There is a template press release included in this toolkit, which you can fill in with your details and send out to your local media. Contact details can usually be found online, or we can send you a list of media contacts if you’d prefer (email slockhart@theiet.org for these).

**Secrecy**

We do ask that the full project brief for the IET Faraday Challenge Days be kept under wraps, so that other schools don’t benefit from knowing what is expected from them in advance. Teams must race against the clock to solve a real-life engineering problem, putting their engineering and technology skills to the test. The brief for these young engineers will remain hidden in secrecy to avoid unfair preparation and research.

However, you can discuss that this year’s IET Faraday Challenge Days are in association with The Institute of Healthcare Engineering and Estate Management (IHEEM).

**What do I say?**

Journalists are going to want to talk about the school and the students taking part, but they may also want to hear about the bigger picture. Here are some points about the competition and the IET’s involvement:

* The IET Faraday Challenge Days are one day STEM activities delivered free of charge by the IET.
* IET Faraday Challenge Days give students the opportunity to research, design and make prototype solutions to genuinely tough engineering problems. FCDs enable young students to experience working as an engineer for a day. At each event, teams compete to win a prize for themselves and a trophy for their school.
* The top teams from across the UK get an all-expenses paid trip to the National Final to compete for a cash prize of up to £1,000 for their school.
* The Institution of Engineering and Technology (IET) run the Faraday Challenge Days as part of the IET’s commitment to show young people the benefits of careers within Science, Technology, Engineering and Mathematics (STEM).
* We are passionate about giving students new and exciting opportunities to engage in STEM subjects. A strong UK economy relies on great engineering output, and it is crucial to get the engineers of the future interested at an early age.

**Supporters**

The IET Faraday Challenge Days are supported by a number of sponsors and donors from the engineering and technology sector. We are proud to be supported by these organisations and we hope you are too! There is information included in our press release below about how to include an accreditation of your supporter, but you are also free to credit them on social media.

The event supporters are:

* The Institution of Engineering and Technology (IET)
* IET Academic Partner University hosts
* Airbus
* Jack Petchey Foundation
* Motorola Solutions Foundation
* Network Rail
* The Institute of Healthcare Engineering and Estate Management (IHEEM)
* The David Family Foundation
* The Reece Foundation

**Photography**

**Photographs are a great pull for local journalists** so make sure you take lots! However, we do ask that no detailed photographs of the project are passed onto journalists, to avoid giving an advantage to future competitors.

**Please make sure you get photo consent before sending any photos to the media.**

**Tweet, tweet**

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

Why not tweet a photo to the IET Education account (@IETeducation https://twitter.com/IETeducation) or use the hashtag #FaradayChallengeDay

We are hoping to get lots of FCD updates on social media, so that other schools can see what you’re up to and get inspired!

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

Here is an example tweet you could use:

## Really looking forward to today’s #FaradayChallengeDay with @IETeducation and @IHEEM [www.theiet.org/faraday](http://www.theiet.org/faraday)

* Thanks to [INSERT SUPPORTER NAME] for supporting our #FaradayChallengeDay with @IETeducation and @IHEEM [www.theiet.org/faraday](http://www.theiet.org/faraday)

You can also keep track of the competition on Facebook by uploading photos to show how you’re getting on and tagging our IET Education Facebook page. (<https://www.facebook.com/ieteducation>)

LinkedIn is another great way to get involved with the competition via social media. Just visit our IET Education group: (<https://www.linkedin.com/groups?gid=8106966>).

**Help!**

If you would like any help with anything mentioned above, please do not hesitate to get in touch with us. You can email us via slockhart@theiet.org or hkellett@theiet.org

Time to get your students in the paper and show what great things you are doing to inspire the engineers and technicians of the future!

PRESS RELEASE:

**Local schools to take part in UK engineering challenge**

Students from [SCHOOL NAME] are taking part in an IET Faraday Challenge Day (FCD) [supported by INSERT SUPPORTER]. Students will become real-life engineers for a day when they research, design and build solutions to real engineering problems as part of the [Institution of Engineering and Technology’s (IET) Faraday Challenge Day](http://www.theiet.org/faraday) on [DATE].

A mix of Challenge Leader-led and Teacher-led IET Faraday Challenge Days are taking place across the UK during the 2021-22 season. Up to six teams of local school students will compete at each event to find the best solution to an engineering-related challenge.

This year’s challenge is in association with the Institute of Healthcare Engineering and Estate Management (IHEEM) and will be based on healthcare engineering, but the brief for these young engineers is hidden in secrecy to avoid unfair preparation and research. Teams must race against the clock to solve a real-life engineering problem, putting their engineering and technology knowledge and skills to the test.

Natalie Moat, IET Faraday Education Manager, said: “Students who take part in the Faraday Challenge Days this year will experience working as an engineer through hands-on and practical engagement with real-life challenges relating to the Institute of Healthcare Engineering and Estate Management (IHEEM).

“There is a huge demand for new engineers and technicians and we are confident that this will challenge young people’s perception of engineers and inspire the next generation by giving them an insight into the life of a real engineer and showing them just how exciting and creative engineering really is.”

The events aim to encourage more young people to study and consider exciting and rewarding careers in science, technology, engineering and maths (STEM) by using creativity, innovation and problem-solving skills.

Each team member in the winning group will be awarded a prize and a trophy for their school. The top five teams from across the UK will receive an all-expenses paid trip to the national final at Alder Hey Children’s Hospital in Liverpool in June 2022 to compete for a cash prize of up to £1,000 for their school.

The Faraday Challenge Days are part of a wider Education programme, made up of a whole host of teaching resources and activities to inspire and attract the engineers of tomorrow.

For more information on the IET and its initiatives to promote STEM subjects and careers in the classroom, visit the IET’s dedicated [Education website](https://education.theiet.org/).

**Ends**

**Notes to editors:**

**About the IET**

* We inspire, inform and influence the global engineering community to engineer a better world.
* We are a diverse home for engineering and technology intelligence throughout the world. This breadth and depth means 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 [www.theiet.org](http://www.theiet.org)
* [Follow the IET on Twitter.](https://twitter.com/TheIET)

**Media enquiries to:**

Sophie Lockhart

Senior Communications Executive

E: slockhart@theiet.org

Hannah Kellett

External Communications Manager

E: hkellett@theiet.org