**IET Faraday® Challenge Days 2023-2024**

**School Media Toolkit**

Here at the Institution of Engineering and Technology (IET), we’re so excited about this year’s IET Faraday® Challenge Days 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 in the IET Faraday® Challenge Days national competition, 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 slockyer@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 say that this year’s IET Faraday® Challenge Days are in association with our season theme partners,

* [The Rees Jeffreys Road Fund](https://www.reesjeffreys.co.uk/) (@ReesJRF)
* [National Highways](https://nationalhighways.co.uk/) (NationalHways)

**Supporters**

The IET Faraday® Challenge Days are supported by a number of supporters 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 supporters, but you are also welcome to credit them on social media.

To find out more information on the 2023-2024 IET Faraday® Challenge Day supporters visit our website, [theiet.org/faraday](file:///C%3A%5CUsers%5Clchurchill%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5CEJRBWWPM%5Ctheiet.org%5Cfaraday).

**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 an annual competition of one day STEM activities delivered free of charge by regional delivery partners on behalf of the IET.
* IET Faraday® Challenge Days give students the opportunity to research, design and make prototype solutions to real-life engineering problems. The challenge enables students to experience working as an engineer for a day. At each event, teams compete to win a place on the season’s league table.
* 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 IET 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.

**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.**

**Social media**

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 share a post with us via the following channels or use the hashtag #IETFaradayChallengeDay:

* Twitter - <https://twitter.com/IETeducation>
* Facebook - <https://www.facebook.com/ieteducation>
* Instagram – <https://www.instagram.com/ieteducation>

We are hoping to get lots of IET Faraday® Challenge Day updates on social media, so that schools can see what you’re up to and get inspired!

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

Here are some example posts you could use:

## Really looking forward to today’s #IETFaradayChallengeDay from @IETeducation with [INSERT REGIONAL DELIVERY PARTNER NAME] [www.theiet.org/faraday](http://www.theiet.org/faraday)

* Thanks to [INSERT SUPPORTER NAME] for supporting our #IETFaradayChallengeDay from @IETeducation with [INSERT REGIONAL DELIVERY PARTNER NAME] [www.theiet.org/faraday](http://www.theiet.org/faraday)

**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 slockyer@theiet.org or rgillick@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 [supported by INSERT SUPPORTER NAME / delivered by INSERT REGIONAL DELIVERY PARTNER NAME]. 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].

IET Faraday® Challenge Days are run by regional delivery partners across the UK with up to six teams of local school students competing at each event to find the best solution to an engineering-related challenge.

This year’s challenge is in association with The Rees Jeffreys Road Fund and National Highways, 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 IET Faraday® Challenge Days this year will experience working as an engineer through hands-on and practical engagement with a real-life challenge relating to The Rees Jeffreys Road Fund and National Highways.

There is a huge demand for new engineers and technicians, and we are confident that this will challenge young people’s perceptions of engineering and inspire the next generation by giving them an insight into the life of a real engineer and show 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.

The winning team from each event will gain a place on the season’s league table. The top teams from across the UK will receive an all-expenses paid trip to the national final in June 2024 to compete for a cash prize of up to £1,000 for their school.

The IET 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 Lockyer

Senior Communications Executive

E: slockyer@theiet.org

Rebecca Gillick

External Communications Manager

E: rgillick@theiet.org