

## ***Year of Engineering: Meet the Parents Roadshow***

2018 is the Year of Engineering in the UK, and what a fantastic opportunity this is for our engineering sector to get together around a coordinated campaign to promote engineering. As you may know, some other notable events coincide with this campaign – The Institution of Civil Engineers’ bicentenary, the Royal Academy of Engineering’s campaign ‘*This is Engineering*’, the RAF100 celebrating 100 years of the Royal Airforce, and the opening of Crossrail in the UK - all great ways to engage students and their parents and tell them about the exciting opportunities we have in engineering.

The *Year of Engineering: Meet the Parents Roadshow* is designed to take future engineering careers information on the road to meet parents face to face, to tell them more about the fantastic opportunities that there are in engineering for their children, and what some of these future careers will look like. Evidence from the IET ‘Inspiring the Next Generation of Engineers’ Report\* has shown that by giving parents even a small amount of positive information, they can be convinced about the appeal of engineering careers. This roadshow, supported by the engineering industry and the inspiring individuals that work in it, will visit at least ten public shows across the UK during 2018 and aims to build on the Year of Engineering publicity to bring engineering careers to life.

I am now looking for support from industry to make this roadshow a reality.

The draft schedule so far is:

- Association of Science Education Festival, Liverpool, January 2018
- British Science Festival, 9-18 March 2018
- York Literature Festival, March 2018
- Hay Festival, 24 May - 3 June 2018
- Cheltenham Science Festival, 5-10 June 2018
- Royal International Air Tattoo, 14-16 July 2018
- Kendal Calling, 26-29 July 2018
- Edinburgh International and Fringe Festival, August 2018
- British Science Festival in Hull, September 2018
- Abergavenny Food Festival, September 2018
- Great Exhibition of the North, June-September 201

### **Supporter Information**

I am appealing to you as a potential sponsor of this roadshow, where I am looking for one company to support each event, either chosen from the list above, or an event that is close to your site. The company’s commitment would be as detailed below:

- Cover the cost of the stand at the event (normally in the region of £1-£5K depending on the duration of the show)
- provision of some branded T shirts for the volunteer staff to wear
- Organisation of the schedule of staffing for the stand
- Provision of a suitable incentive (prize) to encourage visitors to sign up for further information

If you are not able to support a particular show, I am also looking for a sponsor to cover some overhead costs for the show such as my own transport and accommodation, public liability insurance, the funding of a simple activity for the stand, some giveaways for the visitors (stickers, wristbands, sweets, etc), and the cost of hosting the online quiz 'Could you be an Engineer?' for the duration of the year that will be used during the show. The total amount of funding required for this would be approximately £10K.

I will be in attendance for the duration of each show to oversee the organisation, to set-up the stand, and to bring the resources along.

You would be able to bring your own additional company resources, and any pop up banners that you would like to display. The volunteers can wear t shirts that you jointly brand with the Year of Engineering, or we can provide the T shirts for them (but they would have to be returned at the end of the event). Please note, however, that this is a Year of Engineering event and the idea is to give independent information on engineering careers, so is not a promotion event for your company alone. The careers information that will be distributed will be detailed in due course, and drawn from the Tomorrow's Engineers resources, Gradcracker, EDF's Pretty Curious Campaign, EDT, the Women's Engineering Society, and WISE, amongst others.

Additional staff on the stand will be drawn from STEM Ambassadors, local Professional Engineering Institution volunteers, Women's Engineering Society, WISE, and local universities as required.

Marketing for the show itself to attract visitors will not be attempted, but social media will be used to inform the public that the stand will be present at the show.

## Visitor Details

Visitors who would like to receive further information from any of the show's supporters will be asked to leave their names and email addresses, and in doing so they will give their approval for their details to be passed to the relevant supporter. You would be included in the permission list for this and be able to receive these details at the end of the show, should you wish to follow up with the visitors.

For further information or anybody wishing to be involved in supporting the shows as an individual or as a company sponsor, please get in touch with Dawn Bonfield MBE at [dawnbonfield@btinternet.com](mailto:dawnbonfield@btinternet.com) and see <http://www.towardsvision.org/year-of-engineering-roadshow.html> for updates.

\*Inspiring the Next Generation of Engineers Report, The Institution of Engineering and Technology, <https://www.engineer-a-better-world.org/media/1077/ssd901-inspiring-the-next-generation-pr-report-single-pages-v8-lr-1.pdf>

## Supporters

