

PEI & Stakeholders Toolkit

(#TEWeek20)

Tomorrow's Engineers Week (#TEWeek20) highlights to young people that engineering is a creative, problem solving, exciting career that improves the world around us.

The campaign highlights the positive impact that engineers have and what it is like being an engineer in 2020.

This year, we are launching The Big Quiz to help engage young people to consider a career in engineering with a prize fund available for schools to spend on STEM accessories/equipment.

There are many ways that engineers make a positive impact on the world and in the current climate we know it is challenging for many, therefore we have made it easy to get involved in the Week with a range of actions depending on how much time you, the engineers you work with and your contacts have.

To find out more visit
www.tomorrowsengineers.org.uk/teweek
or for any more information email
teweek@engineeringuk.com.

An overview of the week

Monday 2 November - Launch of #ImAnEngineer

Tuesday 3 November - Launch of The Big Quiz for schools

Wednesday 4 November - Royal Academy's #BeTheDifference

Thursday 5 November - Engineer in 2020 Instagram takeover

Friday 6 November - Tomorrow's Engineers news announcement

Be a part of the action

Monday

#ImAnEngineer launch

We want to celebrate engineers and their contribution to the world around us, encouraging young people to consider a career in engineering. To do this we are inviting engineers to share their stories on social media with details of the skills they have and details of what a rewarding career it is.

Be part of our #ImAnEngineer campaign by:

- Sharing the news of the launch with your members/networks
- Sharing the news of the launch on social media
- Using the **image template** to create your own content
- Using the **video template** to create your own content
- Sharing your own content on social media using **#TEWeek20** and **#ImAnEngineer**

Tuesday

The Big Quiz launch

This year we're launching The Big Quiz to introduce students aged 11-16 to a career in engineering. Simply by taking part school will be in with the chance of winning 1 of 2 £1,000 STEM equipment vouchers.

Open from Tuesday 3 November, the online quiz is available for schools and young people to take part in until Thursday 12 November.

Fun engineering categories will develop young people's engineering knowledge and engage them to consider a career in engineering.

Be a part of The Big Quiz by:

- Sharing details of the launch on social
 - Emailing schools in your network, highlighting the prizes available and sharing the **Big Quiz**
 - Celebrating the winners on social, who'll be announced by Fayon Dixon on Friday 13 November
- <https://www.tomorrowsengineers.org.uk/tomorrows-engineers-week-2020/tomorrow-s-engineers-week-big-quiz>



Wednesday

Royal Academy of Engineering's #BeTheDifference campaign

This is Engineering Day's theme is #BeTheDifference: a celebration of the engineering that shapes our world for the better, whether that's by making our day to day lives easier or tackling some of our biggest global challenges.

Be part of the #BeTheDifference campaign by:

- Joining and sharing with schools in your network
- details of the online Q&A sessions where 2 engineers will answer students' questions

<https://www.raeng.org.uk/events/online-events/this-is-engineering-day-2020>

- 09.15 - How technology is changing the way we communicate
- 10.15 - How to respond to a global health crisis
- 11.15 - How to get into engineering
- 13.45 - Engineering sport
- 14.45 - How to engineer a sustainable world

- Visit the Museum of Engineering Innovation
<https://artsandculture.google.com/partner/museum-of-engineering-innovation>

- View and share inspiring films of 27 different engineers from diverse backgrounds www.ThisIsEngineering.org.uk

Thursday

Engineer in 2020 social takeover

We are working with young engineers who will take over the Tomorrow's Engineers Week Instagram handle for one day to showcase what it is like to be an engineer in 2020.

Content will include, what inspired them to become an engineer, a day in the life of a 2020 engineer and a live Q&A inviting questions from young people.

Be part of the Tomorrow's Engineers social takeover by:

- Inviting young engineers in your organisation to takeover your social media channels for the day. Further details on how to do this available at www.tomorrowsengineers.org.uk/teweek.
- Sharing content from the day
- Submitting a question for the live Q&A (you'll also get a shout out)

**Tomorrow's
Engineers
Week**

Friday Tomorrow's Engineers news announcement

We will be launching an exciting development for the future of Tomorrow's Engineers. Please share our news announcement on social and through your networks.



All week

- Follow us and share the content from our channels:
#TEWeek20

facebook.com/TomorrowsEngineers

instagram.com/tomorrowsengineers

twitter.com/Tomorrows_Eng

youtube.com/TomorrowsEngineers

- **Sign up** to the Tomorrow's Engineers Code, invite your employer networks to do the same, share your signatory status on social media
<https://code.tomorrowsengineers.org.uk>

- Be a part of **Neon** and help teachers across the UK discover your brilliant engineering experiences
<https://neonfutures.org.uk/contributors>

- **Badge** any events and activities happening during the Week as being part of Tomorrow's Engineers Week with #TEWeek20 and we will support them further

- **Showcase** any local/regional/sector engineering specialisms with contacts and local MPs

Contact and further information

If you would like to be the first to hear about our updates and to be a TE Week champion to coordinate activity from your organisation please join our mailing list by emailing teweek@engineeringuk.com

Tomorrow's Engineers Week is led by EngineeringUK. To find out how to get involved, visit www.tomorrowsengineers.org.uk/teweek

**Tomorrow's
Engineers
Week**

