

Partner toolkit

#TEWeek23



www.teweek.org.uk

Tomorrow's
Engineers
Week

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Introduction

Calling all engineers!

Tomorrow's Engineers Week is more than an annual campaign, it's a celebration of engineering careers. We invite you to join us in igniting curiosity in young minds and their influencers.

Over the past 10 years, Tomorrow's Engineers Week has inspired hundreds of thousands of young people across the UK with interactive activities, revealing the captivating world of engineering and its myriad career opportunities.

This year's Tomorrow's Engineers Week aspires to reach over 50,000 students throughout the week. It's an opportunity to be their guiding star, helping

students to explore the alignment of their skills and passions with the world of engineering and inspiring them to shape a brighter future, tackling local and global challenges head-on.

This toolkit will help you to champion engineering careers and Tomorrow's Engineers Week within your networks, whipping up excitement in the countdown to the week. Inside these pages, you'll find a wealth of information, vibrant imagery and assets that will empower you to participate in Tomorrow's Engineers Week.

For more information, please visit www.teweek.org.uk.

Why get involved?

Tomorrow's Engineers Week is our opportunity to shine a light on inspirational engineers and technicians, reshaping young people's perceptions of the industry. During this week-long celebration, we aim to:

- Reach as many young people as we can, primarily targeting 11 to 14 year olds, to help them discover the diverse roles within engineering.
- Challenge stereotypes and support the broader STEM mission of exciting more young minds about engineering careers.
- Introduce young people to organisations contributing to the UK's engineering landscape.
- Provide valuable support to your organisation in cultivating future talent pipelines.



Tomorrow's Engineers Week

6 to 10 November

#TEWeek23

What's on?



**Tomorrow's
Engineers
Week**

Kicking off the week with a live webinar

This year's celebration will begin with a **free, live interactive broadcast for schools on Monday 6 November at 2pm**, during which industry experts will share their inspiration and career insights, revealing how engineering is shaping the world of entertainment, technology and the environment today.

The event will last approximately 45 minutes, and there will be a chance for students to take part in interactive quizzes and polls and ask questions to the panel.

Our **special guest engineers** will provide information on their personal career journeys, their professional engineering experience, and insights into the benefits of a career in engineering.

Schools can **register their interest here**. There is also a chance to send in any questions students would like answered by the expert panel in advance.

The graphic is a promotional poster for a live webinar. It has a purple background with yellow accents. At the top left, it says 'Tomorrow's Engineers Week' in white and yellow, with '6 to 10 November' below it. To the right, a yellow box contains the text 'Live webinar featuring industry experts'. In the center, there are four circular video call windows, each with a pink callout box identifying the speaker: Mike Hontoir (Space Energy Development Engineer), Natalie Eddleston (Wind Turbine Technician), Hannah Brodrick (Live Sound Engineer), and Virtue Igbokwuwe (Graduate Civil Engineer).

Activity throughout the week

After the live webinar on 6 November, students will be able to get immersed in a range of **free, curriculum-linked activities** throughout the week to excite them about the variety of options open to them, with the following days focusing on:

Tuesday

Turn your passion into a career

Students learn how engineers have turned their passions into a career, helping challenge perceptions that engineering isn't a creative field.

Wednesday

Meet the future you

Using the Meet the future you engineering careers quiz, students explore 3 broad career areas and for each, 3 specific jobs that might be a good match.

Thursday

Local career, global impact

Students learn how engineering careers can help solve global challenges by looking at the work of sustainable engineering firms.

Friday

Think like an engineer

Students address the problems they care about by getting creative to enter The Big Bang Competition.

Throughout the week, students can **complete a journal** to log their strengths, ideas and learnings. They will also be prompted to discuss engineering-related issues and send questions to our **online panel of careers experts and engineers** from a range of sectors.

NB: Student activities will be available on the Tomorrow's Engineers website from Thursday 2 November for registrants.

Tomorrow's Engineers Week

6 to 10 November

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How can you
join in?



Tomorrow's
Engineers
Week

Celebrate your industry

Whether you are an engineer, a STEM expert, an educator, or part of an engineering organisation, we would love your help in inspiring young minds about engineering careers! How can you get involved? Celebrate your industry and share your story! You can also contribute by spreading the word about Tomorrow's Engineers Week within your network. To boost engagement, here are 3 things we would recommend:

1. **Share your story** – we would love to hear and share your story about your role in engineering and what engineering means to you. Check out our question prompts for a self-shot video or sample posts on the next page.
2. **Help spread the word** – use our social assets to post content about #TEWeek23 on your social channels to encourage people to register their interest before the week and voice your opinions on the week's discussion points.
3. **Email your networks** – use our email assets to send an e-shot to any of your relevant networks, including schools, education organisations or other engineering organisations.

1. Share your story

To mark Tomorrow's Engineers Week, we invite you to create a brief video or a post to share your own story to help inspire the new generation of engineers!

You can share insights about yourself, your role, what fuels your passion, or your aspirations for future engineers.

Here are some question prompts you could choose from to get started. @TEWeekUK will share posts on selected days in support of activities throughout the week.

- **Monday - What inspired you to get into engineering?**
- **Tuesday - What do you love the most about your job?**
- **Wednesday - What is your job and what have you been most proud of in your job so far (and why)?**
- **Thursday - How do you think your area of engineering will change or help change the world by 2033?**
- **Friday - What do you think are some jobs or engineering projects of the future that young people today could be working in?**

Make sure you tag [@TEWeekUK](#) and use the hashtag #TEWeek23 when sharing on social media.



Add your photo here

Tomorrow's Engineers Week

6 to 10 November

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Name:

Employer:

What inspired me to get
into engineering was.....

Other ways to share your story

Other ways to share your story:

- Share your 'day in the life of an engineer' through a quick selfie or a video
- Showcase your engineering journey through a 'Where I started' vs 'Where I am now' video

Tomorrow's Engineers Week social media handles you can tag:

- X (formerly Twitter): [@TEWeekUK](https://twitter.com/TEWeekUK)
- Facebook: [@TEWeekUK](https://www.facebook.com/TEWeekUK)
- Instagram: [@TEWeekUK](https://www.instagram.com/TEWeekUK)
- YouTube: [@TomorrowsEngineers](https://www.youtube.com/@TomorrowsEngineers)

Make sure to use the hashtag #TEWeek23 when sharing on social media.

2. Help spread the word

With your help, we can spark a discussion online to reach and inspire a new generation of engineers. Make sure to use the hashtag **#TEWeek23** in your social media posts and tag our social media handles to join the conversation! We have provided some assets that promote the Week below.



Tomorrow's Engineers Week social media handles you can tag:

- X (formerly Twitter): [@TEWeekUK](https://twitter.com/TEWeekUK)
- Facebook: [@TEWeekUK](https://www.facebook.com/TEWeekUK)
- Instagram: [@TEWeekUK](https://www.instagram.com/TEWeekUK)
- YouTube: [@TomorrowsEngineers](https://www.youtube.com/@TomorrowsEngineers)

Sample social media posts

Today is the first day of Tomorrow's Engineers Week and engineers like me are being asked to head to social media with stories and insights about #engineering careers to showcase the exciting paths that young people can take. Join in on the journey with #TEWeek23

It's #TEWeek23! During the week, I will be sharing updates and answering questions on what #engineering means for me. Follow @teweekuk for more updates on how to inspire future engineers.

It's the final day of #TEWeek23 - but the fun doesn't stop here! You can continue to learn more and inspire future #engineers by following @teweekuk and visiting teweek.org.uk for educational resources, videos and more!

3. Email your networks

If you have access to any relevant networks or databases, including schools, education organisations or other engineering organisations, we'd love for you to send them an email. See some sample email copy below:

Hi 'Name',

Tomorrow's Engineers Week is returning for the 11th year, taking place 6 to 10 November. This year's celebration is not one you / your students will want to miss!

To kick off this exciting week, join a live, interactive, and free school broadcast on Monday 6 November at 2pm. A panel of passionate engineers and technicians will share their inspiring stories and reveal how engineering is currently shaping the world of entertainment, technology, and the environment. The webinar will be available on-demand and students will have a chance to send through their burning questions in advance.

Throughout the rest of the week, schools can access a range of free, curriculum-linked daily activities to build students excitement about the variety of opportunities open to them. These will focus on:

- **Tuesday: Turn your passion into a career.** Help challenge perceptions that engineering is not a creative field.
- **Wednesday: Meet the future you.** Explore three specific jobs that might be a good match for your students.
- **Thursday: Local career, global impact.** Learn about future problem-solving by looking at the work of sustainable engineering firms.
- **Friday: Think like an engineer.** Address the problems students care about by entering the Big Bang Competition.

Sign up now to save the date for the FREE school broadcast and receive exclusive early access to curriculum-linked resources that you can use throughout the week, including a careers journal students can complete to log their strengths, ideas and learnings. Prepare for an unforgettable week of exploration and discovery!



Hi,

Get your class involved and become part of the grand celebration of the 11th annual **Tomorrow's Engineers Week**, which will take place **6 to 10 November!**

To kick off this exciting week, join a live, interactive, and free **school broadcast on Monday 6 November at 2pm**. Passionate engineers and technicians will be on hand to share their inspiration and provide unique insights into exciting and unconventional career paths. They'll reveal how engineering is currently shaping the world of entertainment, technology, and the environment. Your students will have the opportunity to ask questions and seek advice on potential routes into engineering. The school broadcast will be recorded and available to view after the event.

Students will also have a chance to submit specific questions to the **Tomorrow's Engineers Week panel online** to learn more and also gain support for their work and discussions throughout the week.

Sign up now to **save the date** for the FREE school broadcast and **receive exclusive early access to curriculum-linked resources** that you can use throughout the week, including **engaging activities, daily challenges, a careers journal**, and so much more! Prepare for an unforgettable week of exploration and discovery!

[Register your interest](#)

"Witnessing how inspired and motivated my students were as a result of this event, I was reminded of how crucial it is for young people to have access to varied learning opportunities such as these."

- Teacher who took part in Tomorrow's Engineers Week 2022



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Assets

Please use the below URLs when directing to our website:

- Link to TE Week home page: <https://bit.ly/46EOErb>
- Link to register page: <https://bit.ly/3sbUfX3>

The following assets are available on our wetransfer folder [here](#).

- Tomorrow's Engineers Week logos
- EngineeringUK logos
- Social media images (static and gif)
- Social media copy
- Email headers
- Email copy



Join the Tomorrow's Engineers Code

Use #TEWeek23 to show your commitment to making your engineering outreach really make a difference.

Join the Tomorrow's Engineers Code

The Tomorrow's Engineers Code is a community of over 250 organisations working toward common goals to increase the diversity and number of young people entering engineering careers.

If your organisation funds, designs and/or delivers engineering-inspiration activities, become a Signatory to:

- Share and build an understanding of what works
- Ensure activities are delivered to the young people that will benefit most
- Be part of a community driving up the quality of engineering-inspiration activities
- To connect and collaborate with others Signatories

code.tomorrowsengineers.org.uk

Get inspiring guidance

Get inspiring guidance on Tomorrow's Engineers

Tomorrow's Engineers is a hub that provides guidance and information to help you get the most from your engineering engagement activity. Resources, which range from reports and guides to presentations and webinars, focus on improving practice in 4 main areas:

- Careers inspiration - promoting the wide range of careers in modern engineering
- Delivering inspiration activities - designing and delivering activities with young people in mind
- Equity, diversity and inclusion - reaching all young people with engineering inspiration
- Research and evaluation - understanding and sharing what works

tomorrowsengineers.org.uk

Become an EngineeringUK member

EngineeringUK members play a fundamental part in inspiring the next generation and helping to deliver impactful engineering-focused STEM engagement activities and opportunities at a national and strategic level. As part of this network of employers, they also benefit from insight and analysis together with strategic support and advice, backed up by a regular communications programme and profiling opportunities.

Employers can participate at different levels and in ways that best meet their needs.

engineeringuk.com/membership

Be part of Neon

Be part of Neon and help thousands of teachers across the UK discover your brilliant engineering experiences. Neon aims to make life easier for teachers by curating the best experiences meeting our quality standards, so they can be confident they are good quality with clear learning outcomes, they are engaging and inclusive, supporting careers education and highlighting real-world applications of engineering.

Neon is free for users and contributors, with no hidden costs.

neonfutures.org.uk/submit-an-experience

Get in touch

If you have any questions, want to say hello, or want to share events or resources to inspire the next generation of engineers, don't hesitate to reach out to us at hello@teweek.org.uk.

Together, let's inspire the next generation to explore engineering career possibilities!

Thank you