How the Royal Academy of Engineering & the Queen Elizabeth Prize for Engineering successfully engage with ECPs

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Agenda

• QEPrize & RAEng Background

• Early Career Groups within both organisations
  • Why do we have them?
  • How do they work?
  • Engagement opportunities
  • Challenges

• Other Opportunities for ECP involvement

• Questions
Background

• The Royal Academy of Engineering is the UK’s national academy for engineering, working to deliver public benefit through engineering excellence and technology innovation.

• The Queen Elizabeth Prize for Engineering promotes excellence in engineering and salutes engineering’s leading figures with the added purpose of inspiring and exciting young people to consider engineering as a discipline and career choice.
How do we engage with Early Career Professionals?

• At RAEng we have the Early Career Engineers Group and the QEPrize has its Ambassador Network
  • both groups open to all ECPs, both in industry and academia
  • ECEG is mainly for UK engineers while the Ambassador Network is global
Why Have ECP Groups – The Academy Perspective

• Important bridge between the profession and the Academy / QEPrize

• Allows representation of the whole profession

• Presents a vision of engineering that the general public can identify with
Why Have ECP Groups – The Young Engineer’s Perspective

• Provides opportunities to engage with Academies, PEIs and employer groups

• Enables networking outside a narrow peer group

• Provides training and experience that might otherwise be unavailable

• Gives an opportunity to contribute to wider discussions
The QEPrize Ambassador Network

• Number of members: 200
• Countries represented: 15
• Average age: ~28 years old

• Criteria for membership:
  • engineering qualifications and/or engineering role (any pathway)
  • within the first 10 years of an engineering career
  • clear and demonstrable motivation to inspire others to become involved in engineering
Identifying Priorities

• The QEPrize sets the strategic aims of the network

• Delivering these aims is the responsibility of the Ambassador Network Council

• Dedicated staff member support

• Network is recognised as a key vehicle for delivering the overall aims of the QEPrize
QEPrize Ambassador Network Activities

- Involvement in the QEPrize Search & Nomination Committee

- Digital and in-person outreach events with schools, museums and public institutions such as the London Libraries Network

- Bespoke training workshops and thought leadership events

- Representing and supporting the QEPrize on social media, as volunteers and at high profile events.
Challenges

- Communication, both internal and external
- Broad engagement
- Funding
- Record-keeping and learning lessons
Other Opportunities for ECP involvement

• ECPs at the heart of Academy campaigns, with This is Engineering being the most high profile

• Engagement with third parties, for example The Science Museum and the UK Young Academy

• Membership of professional bodies
Academy style cheat sheet

• Refer to the Academy rather than RAEng
• Use gender-neutral language – chair rather than chairman
• Engineering has a lowercase e unless it's at the beginning of a sentence
• Think about your audience and their knowledge
• Remember to check post-noms on the list of Fellows

FEATURING NEW ENGINEERS

**David Trevelyan**
*Code Composer*
Software engineer for music tech

**Tanda Kabanda**
*Tech Trendsetter*
Software engineer for high-street fashion

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*This is Engineering* has featured **more than 30 engineers** over the course of the campaign.

These engineers come from different backgrounds, educational paths and industries and are passionate about promoting engineering to young people.

*This is Engineering* engineers

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**ENGAGE WITH THE ENGINEERS**

Please contact **Antonia Bonilla** if you would like to invite any of our engineers to be speakers, prize givers, panel members, podcast guests or for other opportunities.
OVERALL CAMPAIGN PERFORMANCE

Knowledge
Did TiE drive awareness?

38.2M audience reach for This is Engineering advertising
14M reached through TiE Day media coverage
12M reached on TiE Day through social media
639K image library views
23% of parents recalled TiE Day

Desirability
Did TiE drive engagement?

45M* views on This is Engineering films
1.1M* other advertising engagements
150 organisations signed our pledge

Consideration
Did TiE drive interest?

72% of parents did something as a result of seeing the campaign

Consideration of engineering as a career increased by up to 72%
19% of students said they changed their subject choices as a result of seeing the campaign

TiE = This is Engineering
Questions