



Royal Academy  
of Engineering

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

Jonathan Narbett

Associate Director, Queen Elizabeth Prize for Engineering

@RAEngNews | [www.raeng.org.uk](http://www.raeng.org.uk)

## 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

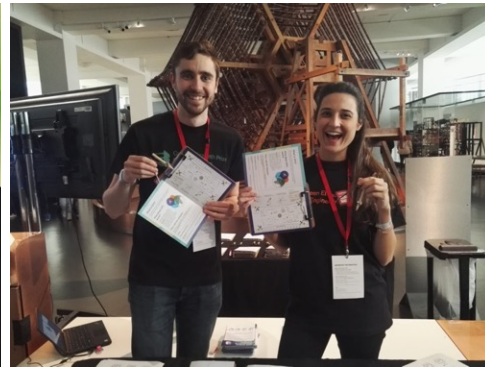
## Identifying Priorities

- 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

# FEATURING NEW ENGINEERS



David Trevelyan

*Code Composer*

Software engineer for music tech

Tanda Kabanda

*Tech Trendsetter*

Software engineer for high-street fashion



*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

**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



- 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



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



- 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

