



**INTERNATIONAL WOMEN**  
**In ENGINEERING DAY**

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**23 June 2017**

**Media Toolkit for Sponsors, Partners and Participants**

**#inwed17 @inwed1919 [www.inwed.org.uk](http://www.inwed.org.uk)**

Created by the Women's Engineering Society

# Thank you for your support!



- Women make up less than 10% of the engineering sector in the UK.
- With a large skills gap looming and the additional need for a more diverse workforce, it has never been more important to inspire and encourage more people, especially women, to choose a career in engineering.
- **By supporting and participating in International Women in Engineering Day 2017 (INWED17) you are helping to:**
  - Celebrate women in engineering (and allied sectors)
  - Raise the profile and awareness of women in STEM, engineering and allied sectors
  - Demonstrate a commitment to diversity
  - Inspire future generations



# What's in this kit?

We have put together this media kit to help you to respond to requests for information about INWED and to help promote your own activity or event as part of INWED. In this pack you will find:

- Information about INWED17
- Facts about INWED
- Our INWED17 sponsors
- Sample copy to post on your website promoting INWED
- Sample social media tweets to promote INWED
- Top tips on linking with our theme this year: #MenAsAllies
- Top tips for engaging the media in your own INWED event or activity
- Checklist
- Other resources attached separately: INWED logos and sample image

# What is INWED?

- An annual festival developed and coordinated by the Women's Engineering Society (WES) to celebrate the achievements of women in engineering and inspire younger generations
- Set up in 2014 as a UK-wide event – but now international
- It takes place on 23 June: the anniversary of the foundation of WES in 1919
- An accessible and inspiring way for companies, institutions, organisations, schools, universities and individuals to raise the profile of women in STEM and related sectors, showcase a commitment to diversity and inspire future generations by organising their own events and activities, under the INWED banner
- Supported and sponsored by major industry partners



# Key facts about NWED in 2016



- More than 550 separate events across the UK in 2016
- Over 200 varied events held by companies from open days to debates and workshops
- Reached over 1 million people on social media
- UNESCO patronage endorses the event worldwide
- 14 official Sponsors partnered with us on the day
- An inaugural list of the 'Top 50 Women in Engineering' was published in partnership with *The Daily Telegraph*

# Our 2017 INWED Sponsors

We are very grateful to the following sponsors for their support of this year's programme:



# Sample website/newsletter text about INWED

Here's some text you can add to your website or newsletter to help promote INWED:

## **International Women in Engineering Day (INWED)**

**23 June 2017**

[www.inwed.org.uk](http://www.inwed.org.uk) @inwed1919 #inwed17 #we50 #menasallies

International Women in Engineering Day returns on 23 June around the world for its fourth year running.

Set up in 2014 by the Women's Engineering Society (WES) to celebrate its 95th anniversary, this national, and now international, awareness day focuses attention on the amazing careers in engineering and technical roles, especially for girls and young women, and celebrates the achievements of women engineers.

INWED is a fun and inspiring way for schools, colleges and universities to encourage students to take up engineering careers, but also companies, professional organisations, government and individuals to showcase their commitment to diversity.

It will feature hundreds of exciting events, from talks, tours, open days and debates to competitions, networking events, site visits, videos and campaigns – more than 550 in 2016. Through partnership with *The Daily Telegraph*, INWED will also announce the 'Top 50 Women in Engineering under 35' on 23 June – this year the list focuses on the rising female stars across all engineering sectors.

Working in partnership with many of the engineering world's globally recognized names, INWED seeks to foster a spirit of cooperation, collaboration and enthusiasm. We aim to celebrate the role of women in engineering, to highlight positive role models, and to inspire future and current generations to achieve their potential.

To find out more about how you can get involved, visit [inwed.org.uk](http://inwed.org.uk) or email [inwed@wes.org.uk](mailto:inwed@wes.org.uk).



# Sample social media posts for INWED

Here's some ideas for tweeting to help promote INWED up to 23 June 2017. **Don't forget our main hashtag is #inwed17 and tweet us @inwed1919! (See also our theme section below.)**

We're helping to advance #womeninengineering through @INWED1919 on 23 June! #inwed17

Support #diversity in engineering – take part in @INWED1919 on 23 June #inwed17

We're proud and delighted to be taking part in and supporting @inwed1919 on 23 June to help women in engineering careers #inwed17

Want to find out more about what an engineer does? Check out hundreds of @inwed1919 events on 23 June around the world! #inwed17

Hear from hundreds of inspirational #womenengineers and role models during @inwed1919 on 23 June! #inwed17

Want to hear valuable career advice & tips from #womeninengineering? Get to an @inwed1919 event on 23 June! #inwed17

Hear top tips from #womenengineers through hundreds of @inwed1919 events on 23 June! #inwed17

We're inspiring future engineers around the world through @inwed1919 #inwed17

#inwed17 celebrates the achievements of women engineers & encourage girls to also consider a career in the sector

Tackling gender bias: @inwed1919 celebrates achievements of #women who've succeeded in male dominated professions #inwed17 #engdiversity



# Our theme for 2017: #MenAsAllies

A key subtheme for INWED17 is 'men as allies'. While the key aim of the initiative is to celebrate women in engineering, WES believes that to achieve real diversity and equality, we must strive to remove all barriers, inadvertent or not, so that both men and women equally want take up engineering as a career.

To this end we also want to support and celebrate those men who have visibly demonstrated their support for diversity in engineering.

Here's a few ideas about how you can include this theme in your INWED event or activity:

- Encourage women engineers (or other professionals) In your company or organisation to nominate a male colleague who has become a diversity champion and who is seeking to overcome barriers to diversity
- Send us a case study for our website about how you or your organisation is seeking to change workplace cultures, recruitment approaches that indirectly discriminate, inflexible work practices, unconscious bias or other issues that can affect men as well as women
- Tweet an image of an inspirational male role model who has been an ally for women professionals #menasallies
- 'Dads as Allies' - Father's Day (Sunday 18 June in UK) is just a few days before INWED – if your dad or father figure is or was an inspiration to you, then tell us all about it on Twitter or send us a picture for our image gallery
- Mobilize your allies – move from she to he to we! Don't forget to use the hashtag #MenAsAllies on Twitter or Instagram!



# Top tips for promoting your own INWED event or activity

## Promoting your event through the media

Busy journalists need notice of your event to schedule a story, and a reminder closer to the event, perhaps a week or two before, helps put your event front of mind for any diary snippets in newspapers or radio segments. A press release should convey the most important details of your event to the media and is designed to entice them to cover the news/story. Top tips for writing your release:

- Keep it short – one page is ideal
- Keep it simple – create a snappy one-line heading and include the most important details (what, where, when, who) in the first paragraph
- Think about the key messages and which media organisations you are targeting, to ensure you are including the most relevant and most interesting information
- Nominate a spokesperson who will best communicate your key messages about the event in any interviews – choose someone who will be readily available and knows all the facts about your event and about INWED. You can include a brief written quote from your spokesperson in the release to emphasise your key messages
- Include your email and phone contact details at the end of the release for any media enquiries
- Have strong, high-resolution imagery on hand to offer to media in follow-up.

# Top tips for promoting your own INWED event or activity

## Other ways to promote your event

- Social media (Facebook, Twitter and Instagram especially) is another key platform for promoting your event to your community network and beyond
- Ensure that you make regular updates to generate an ongoing conversation with your followers and make sure they are aware of your event
- Be sure to use our hashtag **#inwed17** and **#MenAsAllies** and follow us at **@inwed1919** so that we can tell our followers about your event or activity for INWED
- Many media organisations and individual journalists use social media, so it can be a good way to connect with the media community in a more informal environment
- Consider sending a personal invitation to journalist(s) to your event to give them first-hand experience
- If you are in a company or organisation, don't forget to ask to include key info about your event and INWED on your internal intranet or enewsletter where appropriate
- **And most importantly – don't forget to send your INWED event/activity notification form so we can add it to our online listings! Download your copy here:**  
[http://www.inwed.org.uk/uploads/2/6/1/1/26111168/inwed\\_event\\_notification\\_form.pdf](http://www.inwed.org.uk/uploads/2/6/1/1/26111168/inwed_event_notification_form.pdf)

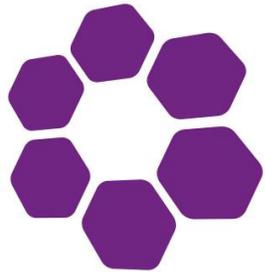
# Checklist

- Follow us and spread the word on Twitter [@inwed1919](https://twitter.com/inwed1919) [#inwed17](https://twitter.com/inwed17) [#MenAsAllies](https://twitter.com/MenAsAllies)
- Use the INWED logo attached separately to this kit and link back to [www.inwed.org.uk](http://www.inwed.org.uk)
- Buy and wear an INWED T-shirt! See our website for details
- Take good-quality images of your event and send them to us for our image gallery
- Please send us a brief write up of your event or activity (100 words) by **14 July** so that we can add this to our overall 2017 INWED event report



# Logos and images

- We have provided the INWED logos and images, within the kit that you can use in articles on your website and communications to your contacts and networks.
- If you need the INWED logo in different colourways (e.g. black and white or monochrome), please email us a request at [inwed@wes.org.uk](mailto:inwed@wes.org.uk)



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**23 June 2017**

Contact us at:

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