

#EnhancedByEngineering



#INWED24 Impact report

 **wes**
women's engineering society

#EnhancedByEngineering

INWED 2024

International Women in Engineering Day, brought to you by the Women's Engineering Society (WES), celebrated its 11th year in 2024. Once again, it promoted the amazing work that women engineers across the globe were doing. The theme for this year was #Enhancedbyengineering.

INWED gives women engineers around the world a profile when they are still hugely under-represented, with 2021 figures indicating that in the UK only 16.5% of engineers are women. As the only platform of its kind, it plays a vital role in encouraging more young women and girls to take up engineering careers.

BACKGROUND

National Women in Engineering Day was launched for the first time in the UK on 23 June 2014 by the WES to celebrate its 95th anniversary.

Since then, INWED has grown enormously, receiving UNESCO patronage in 2016 and going truly global the following year. In 2017, National Women in Engineering Day became international for the first time due to the interest and enthusiasm developed by the international audience and participants in the previous years.

2023 IMPACT RECAP

- More than 87k impressions on Tweets from @INWED1919
- More than 100 events listed on the INWED website
- More than 2.5k downloads of the INWED resources pack
- More than 200 global media stories
- More than 1.4k new followers on social media
- More than 782 million potential reach
- Almost 30k visitors to the INWED website
- More than 250 photos added to our INWED gallery
- More than 389k social media impressions
- More than 700 attendees to the 2023 webinar

Engagement Highlights

1.3m

Impressions

149

Resources sign ups



1169

New email subscribers



2083

New social media followers

90

Events

21k

website visitors

8

Newsletters

324

Social Media Posts

4

Emails

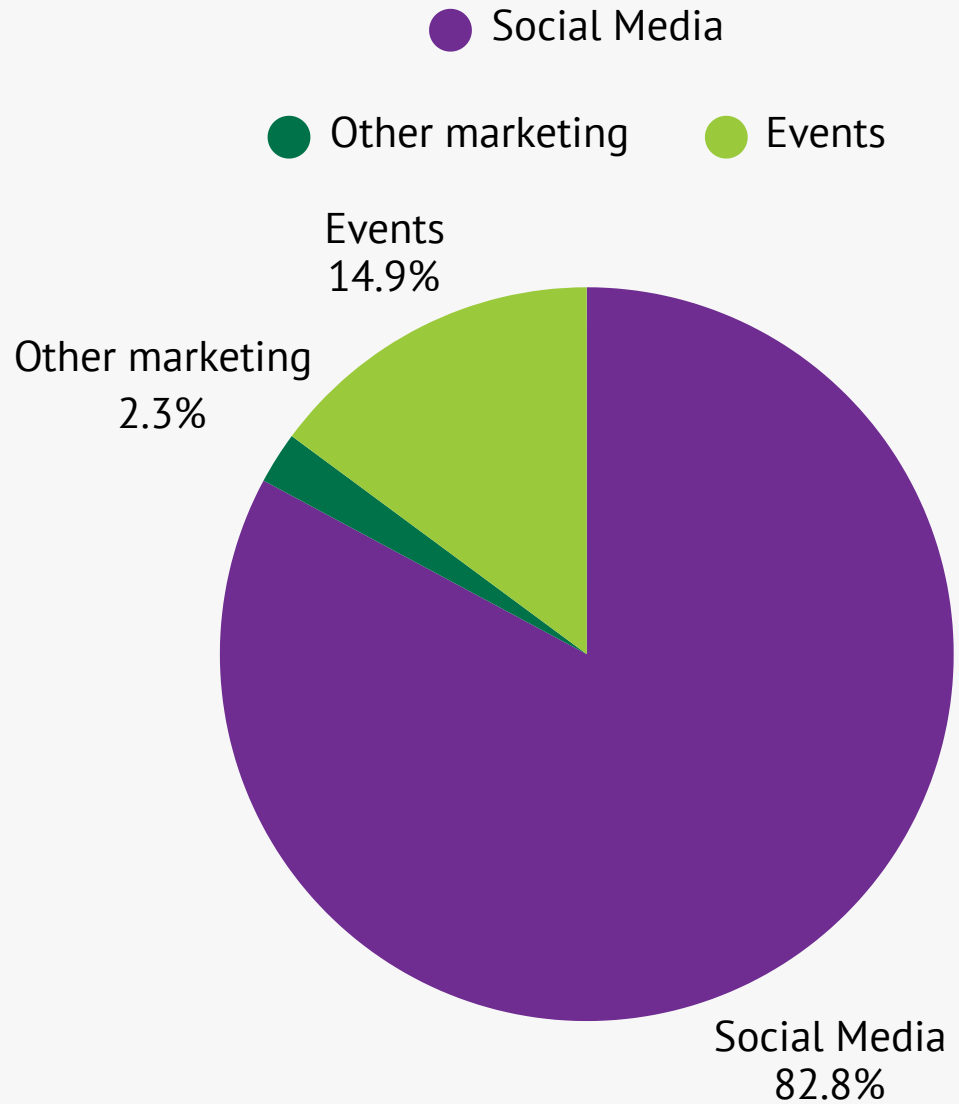
2

Blogs

183

Stories

INWED Marketing



Top Posts from INWED

Check out some of our Top Performing Social media posts from this year.

On Instagram there were 1000+ posts using #INWED24, 500+ posts using #INWED2024, and 1000+ posts using #EnhancedByEngineering

“Happy #INWED24 to all Spanish speaking women engineers and their supporters! 🎉
#EnhancedByEngineering”

- 2,424 accounts reached
- 2,599 impressions
- 48 interactions

INTERNATIONAL WOMEN
IN ENGINEERING 2024
23 June 2024
#INWED24
Día Internacional de
la Mujer en la
Ingeniería
#EnhancedByEngineering

“🎉 The #INWED24 Big Weekend starts tomorrow! 🎉”

- 144,892 impressions
- 1114 clicks
- 21 reactions
- 1 repost



“Today's the day! 🎉”

- 2,428 impressions
- 17 retweets
- 38 likes
- 1 comment



INTERNATIONAL WOMEN
IN ENGINEERING 2024
23 June 2024
TODAY'S
THE DAY
#INWED24
23rd June 2024
#ENHANCEDBYENGINEERING

INWED 2024 Reach

#INWED1919

1.8 M

#INWED2024

15.2 M



#INWED24
124.5 M

International Women in
Engineering Day

1.1 B



#EnhancedByEngineering

31.8 M

Putting the International in INWED



APWEN fireside chat also STEM FOR ALL programs

The Association of Professional Women Engineers of Nigeria (APWEN) is organizing a virtual FIRESIDE CHAT on the theme enhanced Engineering. Also, organizing STEM FOR ALL promoting inclusion and diversity in Engineering for a sustainable world; this is a competition among Secondary School students having an hands-on Experiment. There will be panels discussant and role models. mentors for the students.

[Visit event website](#)

INWED 2024 Schools Day

On Wednesday 19th June six schools from the Farnborough (Hants) area have been invited for a day of activities with our scientists and engineers. They will have the opportunity to experience our VR headsets and simulators. They will have the Performance team and try out some of the trials we do to test aircrew clothing. Test their strategy skills with an 'Operational Analysis' activity, learn safety skills and compete for the title of Team Challenge Champions by building the tallest stable perch for Harry.

[Visit event website](#)

Women Engineers Breakfast

In our organization we have a commission of women engineers where we work to make our work visible within the all society.

[Visit event website](#)

LEGO® International Women in Engineering Meetup 2024

Join women in engineering peers across the industry for an afternoon of knowledge sharing and networking to mark the Women's Engineering Society International Women in Engineering Day 2024. Women engineers play a critical role at the LEGO Group, and our purpose to develop and inspire the builders of tomorrow. 📅 Date: Wednesday, 19th June 2024 🕒 Time: 12:30 - 4:00 PM CET 📍 Where: LEGO® Campus, Billund, Denmark Spaces are limited, so register your interest now to guarantee your seat 📄 <https://forms.office.com/e/2FHUHgh6U>

[Visit event website](#)

Dyson

Dyson invites you to join them for an afternoon of learning and networking with like-minded women in engineering who will share their perspectives and insights. You'll also get to experience Dyson's latest innovations upfront and meet the engineers behind their groundbreaking technologies. Hosted at Dyson's global headquarters in Singapore, St James Power Station, this is one that you should not miss.

Happening on June 28, 2:30PM

Register here: <https://careers.dyson.com/inwed24/>

[Visit event website](#)

Thank you sponsors



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NetworkRail



IOR.org.uk

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GCHQ

**ROYAL
AIR FORCE**



BOEING





Top Posts from our Sponsors

We're so grateful to our amazing sponsors for their support of International Women in Engineering Day 2024! They've shared some inspiring posts about why they're passionate about encouraging more women to join the field of engineering.

We celebrated International Women in Engineering Day (INWED), officially on Sunday 23rd June, with a special coffee session that Holly W. and I organised. During this event, we shared stories about who inspired us in our careers, discussed projects we are particularly proud of, and openly addressed issues faced by women in the engineering industry. It was a wonderful opportunity to connect, reflect, and empower each other in our professional journeys.

Ayan Samatar

Yesterday, we celebrated the 11th annual International Women in Engineering Day, honoring the founding of the "Women in Engineering Society" by a group of visionary women.

While there is still progress to be made in closing the gender gap, it's inspiring to see companies like McLaren Racing, Stanley Black & Decker, Inc., GCHQ, Boeing, and more stepping up as sponsors.

Cara Vose

Lovely to see so many International Women in Engineering Day (INWED) posts this week, in particular those on hashtag#WomenSupportingWomen.

Jo Chau CEng FICE MHKIE
Jo Chau CEng FICE MHKIE

On International Women in Engineering Day, I'd like to express my gratitude to the women who contribute significantly to our noble profession.

They inspire, mentor, and raise awareness while tirelessly finding solutions to global challenges.

Thank you for your dedication every day.

Professor Elena Rodríguez Falcón
FREng PFHEA FIET FCMI

What was said

International Women in Engineering Day 2024 was a huge success! We received so many positive comments from people all over the world. People were inspired by the stories of women engineers, and they were excited to learn more about engineering. We are so grateful for all the support, and we can't wait to see what the future holds for women in engineering.



women's engineering society

#INWED24

Thank You

