The Future is Here.

Marketing and PR summary for the 2019 YWE Awards campaign and ceremony

With thanks to our 2019 sponsors
Introduction

This report outlines the key marketing and PR campaigns which have supported the IET Young Woman Engineer (YWE) of the Year Awards throughout 2019.

Our strategic objectives:

– Promoting diversity in the workforce
– Highlighting the current skills shortage in the UK
– Supporting parents and children with accurate and engaging career information

Key marketing messages:

– Supporting and celebrating female engineers
– Inspiring current and future female engineers
– Recruitment opportunities
– Challenging outdated stereotypes
Our EDI strategy

We launched our equality, diversity and inclusion (EDI) strategy in 2019, which demonstrates our commitment to this important area. The strategy serves as an overarching plan that sets out the rationale for action, outlines the areas of focus and emphasises what action we will take to implement and manage a successful strategy.

It is important that the IET creates an environment where our members, volunteers and staff feel valued and are able to be themselves. It is of equal importance that our actions represent our membership base and the countries in which we operate. To date, our diversity efforts have largely focused on gender - in order to make greater impact and reach wider and more inclusive audiences, we must broaden our EDI efforts by focusing upon multiple diversity characteristics and approaches.

Nigel Fine, Chief Executive and Secretary

Read the strategy online here.

theiet.org/ywe  @IETawards  #IETYwe  #IAmAnEngineer  TheIETWomensNetwork
Your contributions not only help fund our phenomenally inspiring ceremony night, but also a wide range of activities to champion equality, diversity and inclusion beyond YWE.

Your organisation's sponsorship helped us create our #IAmAnEngineer campaign – a series of videos shared across social media showing a true breadth and depth of engineering talent from all walks of life. Your organisation contributed to funding the amazing creative work on our finalist videos, which create long term impact and generate further interest in engineering and technology, as well as the wider development of the new Gender Diversity Ambassador Award – created to recognise passionate individuals who make significant contributions to the engineering diversity arena, and open to both men and women.
Key stats from YWE 2019

Nearly 400 applications

30+ award entries also applied for professional registration

Over 450 attendees

316 livestream views on the night

Over 600 views to date

Watch it here

Another full ceremony and lengthy reserve list!

#IETywe became the #1 trending hashtag for London during the night

@IETawards #IETywe #IAmAnEngineer
PR overview

- We've had 236 pieces of coverage to date from entry phase through to the winners' coverage, including the #IAmAnEngineer campaign around International Women in Engineering Day (INWED).
- Highlights include a range of national, broadcast, regional and trade coverage, such as Sky News, Jazz FM, Pride Radio, BBC Radio Sheffield, Leeds, York, Bristol, Derby and BBC TV East Midlands.

—theiet.org/ywe
TheIETWomensNetwork
@IETawards #IETywe #IAmAnEngineer

theiet.org/ywe
### PR coverage from across the YWE campaign

<table>
<thead>
<tr>
<th>Media type</th>
<th>Items of coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>National and/or broadcast</td>
<td>49</td>
</tr>
<tr>
<td>Online</td>
<td>6</td>
</tr>
<tr>
<td>Trade</td>
<td>16</td>
</tr>
<tr>
<td>Local/regional</td>
<td>11</td>
</tr>
</tbody>
</table>

Coverage from #IAmAnEngineer and International Women in Engineering Day (INWED)

<table>
<thead>
<tr>
<th>Media type</th>
<th>Items of coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>National and/or broadcast</td>
<td>147</td>
</tr>
<tr>
<td>Trade</td>
<td>7</td>
</tr>
</tbody>
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theiet.org/ywe  
@IETawards  #IETywe  #IAmAnEngineer  
TheIETWomensNetwork
The Future is Here.
The IET Young Woman Engineer of the Year Awards

Join us to celebrate the achievements of the most influential women working in engineering and technology today, who are set to shape the future of our industry.

Thursday 5 December
Book your free place now theiet.org/ywe

#IETywe  #IAmAnEngineer
YWE email campaign - excellent results!

Emails to our wide member and customer base are some of the most successful routes to getting applications during the entry phase, and attendees to the YWE ceremony. 2019’s campaign performed brilliantly, consistently stretching our reach further and even broadening awareness to new audiences with the introduction of our new Gender Diversity Ambassador Award (which can be won by either a man or a woman).

<table>
<thead>
<tr>
<th></th>
<th>Entry phase</th>
<th>Ceremony promotion and post-event phase</th>
<th>Overall results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opens (of delivered)</td>
<td>25%</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>Clicks (of opened)</td>
<td>3.1%</td>
<td>11.5%</td>
<td>7.3%</td>
</tr>
</tbody>
</table>

Industry benchmarks: Source: Campaign Monitor, 2019

<table>
<thead>
<tr>
<th>Industry</th>
<th>Open rate</th>
<th>Click-through rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering, architecture and design</td>
<td>18.25%</td>
<td>2.79%</td>
</tr>
<tr>
<td>IT/Tech/Software Services</td>
<td>17.96%</td>
<td>2.71%</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>20.39%</td>
<td>2.66%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>18.14%</td>
<td>2.39%</td>
</tr>
<tr>
<td>Other</td>
<td>18.94%</td>
<td>2.55%</td>
</tr>
</tbody>
</table>

Over 163K emails sent across our campaign.
YWE campaign results – advertising

Our advertising spread further into the wider professional market this year, as well as leveraging strong existing publications and platforms across engineering and technology.

Across our various advertisers:

Print distribution in excess of **250K**

Print and online reach of over **5M**

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 Visit [theiet.org/ywe](http://theiet.org/ywe) 

Follow us on Twitter: @IETawards #IETywe #IAMAnEngineer

The IET Womens Network
### YWE campaign results – social media

#### Throughout campaign (actual results)

<table>
<thead>
<tr>
<th>Channel</th>
<th>Total Engagement</th>
<th>Total Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter (@TheIET)</td>
<td>4,087</td>
<td>230,508</td>
</tr>
<tr>
<td>Facebook (@TheInstitutionOfEngineeringAndTechnology)</td>
<td>2,354</td>
<td>61,610</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>5,733</td>
<td>136,573</td>
</tr>
<tr>
<td>Instagram (Theiet)</td>
<td>260</td>
<td>5,040</td>
</tr>
</tbody>
</table>

#### On YWE night (actual results)

| @IETawards Twitter | Total engagement: 1,748 | Total reach: 51,569 |

#### Potential reach across all channels on YWE night

- Facebook: 213.1K
- Twitter: 5.8M
- On the night: 8.1M

#### Potential reach across all channels (throughout campaign)

- Facebook: 2.5M
- Twitter: 24.1M
- Online News: 188.9M
- Overall: 1.3B

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Visit theiet.org/ywe for more information.
YWE campaign results – social media

Throughout campaign

Audience breakdown:

- 55.6% Female
- 44.4% Male

Age:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Profession reach across the campaign (12 months)

Student gender split:

- 78.2% Female
- 21.8% Male

Potential reach: 125.7k

Engineer gender split:

- 58.0% Female
- 42.0% Male

Potential reach: 12.6M

theiet.org/ywe
#SmashStereotypesToBits

Audience breakdown:

- **53.7%** Female
- **46.3%** Male

Age:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Engagments: **2.4K**

Potential reach: **5.6M**

Over **704K** views across all platforms

#IAmAnEngineer

Audience breakdown:

- **47.1%** Female
- **52.9%** Male

Age:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Engagments: **6.7K**

Potential reach: **19M**

Over **119K** views across all platforms
Feedback survey

Some of our attendees said:

"Truly awe inspiring from start to end."

"Absolutely amazing in every way possible!"

"I was proud to stand amongst a vast network of industries and sponsors where diversity has no bounds."

"A true celebration of females in engineering."

"Great event and massively inspiring."

"A showcase of outstanding women engineers."

"The sponsors were fully committed to the event... with a positive outlook of what the awards truly stand for and impact it could have on future lives."
Other YWE 2019 highlights

Our IET Young Woman Engineer of the Year was Ying Wan Loh, a Manufacturing Engineering for Rolls-Royce plc and keen STEM ambassador who already has an award-winning start-up under her belt. The IET Mary George Memorial Prize for Apprentices was awarded to Samantha Magowan, an Applications Engineer for Dale Power Solutions flying the flag for vocational routes into engineering. And our Women’s Engineering Society (WES) Award was given to Dr Claire Lucas, an Associate Professor of Systems and Information Engineering at the University of Warwick who is passionate about encouraging more female students into the profession through re-imagined curriculum. Congratulations as well to all our phenomenal finalists.

We also introduced our new award – the Gender Diversity Ambassador Award – recognising individuals who have demonstrated great commitment to addressing the gender imbalance within their profession. Wing Commander Glynis Dean was our inaugural winner, recognised for her significant contributions to the engineering gender diversity arena, attracting and retaining women in engineering through pioneering youth schemes during her time with the RAF. Special thanks also to this year’s host Sandi Toksvig OBE and inspirational speaker June Sarpong OBE for their support in making the event such a success.
Previous winners

Our outstanding YWE winners and finalists are proud ambassadors, championing engineering and technology in everything that they do to inspire the next generation of engineers. Each of our winners have an incredibly busy but exciting year after winning their awards; they travelled the length and breadth of the country attending hundreds of events, from delivering presentations and speeches and speaking to young people, to judging STEM competitions and being involved in national campaigns, you name it, they’ve done it!

Our winners have also gone on to win lots of other awards and are being recognised and celebrated for their fantastic contributions to the engineering sector. Using an influential platform like YWE, the winners have grown their presence and experience in the world of engineering and continue to help the IET to engineer a better world and inspire the engineers of tomorrow.
Supporting EDI – #IAmAnEngineer

To mark this year’s International Women in Engineering Day, and to highlight diversity across engineering and technology, we launched a new social media campaign #IAmAnEngineer, which features a variety of real-life engineers.

The campaign follows new IET research that found that nearly two-thirds (64%) of British women are considering taking on careers in engineering despite there only being 12% (Engineering UK) currently in industry.

The IET led research found that nearly a fifth of women (17%) suggest the disparity in those thinking about pursuing engineering and those who follow through could be down to a lack of visible role models. This becomes most evident when considering the 28% of women who don't think they're clever enough to consider pursuing a career in engineering. We also opened our YWE entries on International Women’s Day, and engaged with this and INWED online and within our offices.

Potential reach: 19M  
Engagements: 6.7K  
Over 119,000 views across social media

Audience breakdown:

47.1% Female  
52.9% Male

Age:

Age: 18-24  25-34  35-44  45-54

theiet.org/ywe  @IETawards  #IETywe  #IAmAnEngineer  TheIETWomensNetwork
Benefits of sponsoring YWE

Reinforce your association with the IET – the largest engineering membership organisation in Europe with over 169,000 members:

– Enhance your company and employer brand, profile and awareness within the engineering arena and particularly gender diversity and diversity recruitment
– Face-to-face interaction with women engineers and those that support this endeavour
– Network and build relationships with guests, finalists and other sponsors
– Establish and enhance your company’s relationship and reputation with the engineers of the future
– Actively recruit women engineers for current and future openings
Make the most of your sponsorship in 2020

Confirm your involvement as soon as possible to take advantage of all the sponsorship benefits throughout the year.

- Get involved with our marketing: share your social channels with us so we can better promote you
- Provide a quote we can use in our PR and marketing. Tell us:
  - why you are sponsoring the awards
  - what you are doing to help the goal of employing more women engineers

If your organisation would like to continue its valued involvement or find out more about this exciting opportunity to be a sponsor, please contact the YWE Sponsorship Team

T: 01438 767228  E: recruitadvertising@theiet.org
Thank you again for sponsoring the IET Young Woman Engineer of the Year Awards.

IET YWE Sponsorship Team  
T: 01438 767228  E: recruitadvertising@theiet.org

Key dates for 2020

- Entries open again on 8 March 2020 (International Women's Day) and will close on Monday, 6 July
- The shortlist will be announced on Ada Lovelace Day – Tuesday, 13 October
- Save the date! Next year's ceremony will take place on Thursday, 3 December at IET London: Savoy Place