



# Big Engineering Conversation Toolkit

Let's start the conversations to  
drive change.

**This toolkit is designed to help your organisation be part of some important conversations to drive the change that is needed to inspire the next generation of engineers.**

## **Campaign overview**

**Let's start the conversations to drive change.**

Across the engineering community we all share a common ambition - we all want to see an increase in the diversity and number of young people entering engineering. But to drive the change that is needed we need more of us working together to grow our collective impact.

Which is why we're launching the **Big Engineering Conversation**. We hope to start open conversations, to get people talking and sharing ideas, which in turn will drive greater awareness and strategic engagement to prompt the scale of action needed to drive change.

We can't do this without you. Will you share your voice, expertise and insights?

## **What's the plan?**

EngineeringUK is inviting employers, individual engineers, Professional Engineering Institutions, delivery organisations and other stakeholders to take part in the Big Engineering Conversation.

We'll kick things off with 3 Talking Points (see the next page). As each goes live, we'll share some of our insights and build on the thoughts, ideas and experiences you contribute.

We'd like you to do the same. What experience and expertise can you share that will be helpful, both in terms of sparking discussion but also for practical ways to reach our shared ambition?

## **Where's this happening?**

We anticipate a lot of these conversations will take place online via social media using the hashtag **#BigEngConversation**. We've also created a webpage to hold some of our content relating to these conversations, but will be posting vlogs and blogs, and invite you to do the same.

## **When's this happening?**

Throughout April, May and June 2021, so you can join in when works for your organisation.

## What will we be talking about?

We're starting with 3 Talking Points which we believe will resonate with the engineering community. We're pretty sure almost every organisation will have something to contribute, ask or learn in relation to each.

What have we learnt from delivering engagement activities in a pandemic?

Going live 13 April

How can we improve diversity in engineering and why is it important?

Going live 27 April

Why is collaboration so important in inspiring the next generation?

Going live 25 May

Can you share insights/experiences relating to:

Digital delivery

Activity design  
Targeting delivery  
Partnership working

Supporting young people

Diversity of talent/thought

Intersectionality  
Impacts of Covid  
Relatable role models

Social mobility

Scale of the challenge

Collective impact  
Ways to collaborate  
Benefits of collaboration

Driving policy changes

## Join the conversation

### First things first

Share details of the campaign and help raise awareness of the #BigEngConversation internally and externally using the draft email and newsletter copy on the next page.

### Plan

Decide how you'll engage with each Talking Point. Will you:

- Share key statistics on social to bring the topic to life?
- Write a blog including an example or case study?
- Ask a couple of spokespeople to record and share their key insights?

### Get involved

Share your conversations online on both personal and business accounts using #BigEngConversation. If you tag @\_EngineeringUK on [Twitter](#) or [LinkedIn](#) we will aim to amplify your post. Please like, share and comment on other peoples' posts. It'll boost the reach of the campaign and ignite more conversations!

## Getting buy in

Email copy (for internal use)

Dear XXXX,

We've been invited to work alongside EngineeringUK as they launch the Big Engineering Conversation campaign.

The campaign aims to start conversations to drive change. Across the engineering community we all share a common ambition - we all want to see an increase the diversity and number of young people entering engineering. But to drive the change that is needed we need more of us working together to grow our collective impact.

EngineeringUK are asking employers, individual engineers, Professional Engineering Institutions, delivery organisations and other stakeholders to take part by adding their voice to the conversations the campaign will spark.

I'd welcome the opportunity to be part of a co-ordinated effort - it's a chance for the whole engineering community to gain clarity on what we need to achieve together, to inspire the next generation of engineers. This is a chance for us to demonstrate our expertise, but to also listen to and build relationships with others who are passionate about increasing the diversity and number of young people entering engineering.

Do let me know if you'd like any further information, or if you'd like to provide a quote/vlog as part of our contribution to the campaign.

Many thanks,

## Raising awareness

Newsletter copy - embargoed until 1 April

### We're starting conversations to drive change

Across the engineering community we all share a common ambition - we all want to see an increase the diversity and number of young people entering engineering. But to drive the change that is needed we need more of us working together to grow our collective impact.

To help us gain clarity on what we need to achieve together to inspire the next generation of engineers, we're supporting the Big Engineering Conversation campaign.

Launched by EngineeringUK, they're inviting the engineering community to add their voice to spark thinking, discussion and debate.

From w/c 12 April, 3 Talking Points will be released to frame conversations. We anticipate a lot of these conversations will take place online via social media using the hashtag #BigEngConversation. EngineeringUK has created a webpage to hold some content relating to these conversations, but we'll be posting our own vlogs and blogs and invite you to interact with them and do the same.

We're already thinking how we can share:

- What we've learnt from delivering engagement activities in a pandemic
- Ideas and projects we're working on to help improve diversity in engineering
- Examples of the types of collaboration that would help inspire the next generation

We're also looking forward to building on the thoughts, ideas and experience that others contribute.

Want to add your voice? Follow us on Twitter and LinkedIn, and share your insights, experience and questions using #BigEngConversation. You can also follow EngineeringUK on social media or visit

[www.engineeringuk.com/bigengconversation](http://www.engineeringuk.com/bigengconversation) for more information.

Let's start the conversations that drive change.

Social posts - embargoed until 1 April

These posts simply serve as a guide - feel free to copy and paste or adapt. We just want to work together to raise the profile of these important topics and hope that in doing so we can bring new voices into the debate and drive change.

## Twitter - general awareness

- Want to know how we can increase the diversity & number of young people entering engineering? Join the #BigEngConversation to spark thinking, discussion & debate. [www.engineeringuk.com/bigengconversation](http://www.engineeringuk.com/bigengconversation)
- Are you passionate about inspiring the next generation of engineers? We are which is why we're taking part in the #BigEngConversation with @\_EngineeringUK. Are you? [www.engineeringuk.com/bigengconversation](http://www.engineeringuk.com/bigengconversation)
- We're sharing our insights & experience with others to improve our collective impact via the #BigEngConversation. Will you be joining us? They'll be lots of ideas, discussion & debate. [www.engineeringuk.com/bigengconversation](http://www.engineeringuk.com/bigengconversation)
- We're leading the #BigEngConversation in our organisation & beyond. Come have your say as we drive action to increase the diversity & number of young people entering engineering. [www.engineeringuk.com/bigengconversation](http://www.engineeringuk.com/bigengconversation)

## LinkedIn

Across the engineering community we all share a common ambition - we all want to see an increase the diversity and number of young people entering engineering.

To help us gain clarity on what we need to achieve together to inspire the next generation of engineers, we're supporting the Big Engineering Conversation campaign.

Launched by EngineeringUK, they're inviting the engineering community to add their voice to spark thinking, discussion and debate.

Will you join us? And if so, what conversation would you like to start or be a part of?

## Hashtags

Please use hashtags you know work for your channels and audiences.

## Images

We've created a selection of campaign assets you can use online and on social, which you can download from WeTransfer at <https://we.tl/t-uVPapRJ56B>.

The [This is Engineering image library](#) is also a great source of engaging imagery of

engineers and engineering.

## Plan your engagement

### Talking point:

- What have we learnt from delivering engagement activities in a pandemic?
- How can we improve diversity in engineering and why is it important?
- Why is collaboration so important in inspiring the next generation?

### Insights to share:


- LinkedIn
- Instagram

- Newsletter
- YouTube

- Twitter
- Website

## Get involved

### Social posts

We imagine everyone who chooses to add their voice to this campaign will have a lot to say on each of the Talking Points. As such, the draft tweets below are just ideas to get you started.

#### What have we learnt from delivering engagement activities in a pandemic? Embargoed until 13 April

##### Twitter

- What have you learnt from delivering engagement activities in a pandemic? We're sharing our insights as part of the #BigEngConversation. Find out more at [www.engineeringuk.com/bigengconversation](http://www.engineeringuk.com/bigengconversation)
- Did you adapt how you worked with schools during the pandemic? What did you learn? What surprised you? Read our case study about <PROJECT> as part of #BigEngConversation to see how we flipped delivery. [www.engineeringuk.com/bigengconversation](http://www.engineeringuk.com/bigengconversation)

#### How can we improve diversity in engineering and why is it important? Embargoed until 27 April

##### Twitter

- How can we improve diversity in engineering? Why is it important? Hear our (members') views and share your own as part of the #BigEngConversation.
- We know engineering needs to be more diverse. We're passionate about playing our part. Want to know what we're doing about it? Read our blog as part of the #BigEngConversation and add your thoughts. [www.engineeringuk.com/bigengconversation](http://www.engineeringuk.com/bigengconversation)

#### Why is collaboration so important in inspiring the next generation? Embargoed until 25 May

##### Twitter

- Why is collaboration so important in inspiring the next generation of engineers? We're sharing our thoughts as part of the #BigEngConversation. Find out more at [www.engineeringuk.com/bigengconversation](http://www.engineeringuk.com/bigengconversation)
- Can we really increase the diversity and number of engineers by working together? Yes. But we need to define what impactful collaboration looks like. Here's what we're adding to the #BigEngConversation. [www.engineeringuk.com/bigengconversation](http://www.engineeringuk.com/bigengconversation)



## Assets

We have a selection of assets that you can use when promoting and participating in the #BigEngConversation. Feel free to use these, or your own!

These assets will be available on the EngineeringUK website but you can download them via WeTransfer <https://we.tl/t-uVPapRJ56B>

