



Tomorrow's  
Engineers  
WEEK

# Partner toolkit

#TEWeek2024

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 EUK  
EDUCATION

# Tomorrow's Engineers Week 2024

Tomorrow's Engineers Week, running from 11 to 15 November, is a nationwide celebration of engineering and technology.

Building on last year's success, which reached over 51,000 students across the UK, this year's theme, **Power up your passion**, aims to engage even more young people aged 11 to 14, demonstrating how their interests and passions can lead to exciting and fulfilling careers in engineering.

Tomorrow's Engineers Week shines a light on inspiring engineers and technicians, shaping young people's perceptions of the industry. Get involved to help break down stereotypes, introduce young people to the organisations contributing to the UK's engineering landscape, and support your organisation in cultivating future talent!

For more information, please visit [www.eukeducation.org.uk/teweek](http://www.eukeducation.org.uk/teweek).

If you have any questions, want to say hello, let us know about events or anything else happening during Tomorrow's Engineers Week, or share resources to inspire the next generation of engineers, please contact us at [teweek@eukeducation.org.uk](mailto:teweek@eukeducation.org.uk).

A variety of free resources will be available to help students explore how their interests and passions can translate into a career in engineering including an **assembly**, a **day in the life** film series and a **supporting lesson plan** to ignite students' passions and guide them toward future STEM careers.

Additionally, the **match your passion panel**, featuring early careers engineers and technicians as well as specialists from a variety of sectors, will provide valuable guidance and expertise throughout the week.



# Join the celebration

Whether you're an engineer, a STEM expert, an educator, or part of an engineering organisation, we'd love for you to get involved in helping young people find an engineering career that aligns with their passions! So, how can you get involved?

## Spread the word

Use our social media assets to post content about #TEWeek24 on your channels, encouraging others to register their interest before the week begins and to share their own passions.

## Share your passion

Share a post or a short, self-shot video about how your passions link to your career in engineering to encourage students to explore the field.

## Email your networks

Use our email assets to send an e-shot to your relevant networks, including schools, educational organisations, and other engineering groups.

We know that many of you already engage with young people in schools in your current roles. If you are keen to support us during Tomorrow's Engineers Week, then the [free resources available](#) would be ideal to deliver in schools.



# Spread the word

Help us spread the word about Tomorrow's Engineers Week on social media with these suggested posts and images.

Let's celebrate engineering and help inspire the next generation of engineers and technicians this Tomorrow's Engineers Week! This year's theme, Power up your passion, aims to help students align their interests and passions with a career in engineering. Register today and share your own passion.

 **#TEWeek2024 @EUKEducate**  
[www.eukeducation.org.uk/teweek](http://www.eukeducation.org.uk/teweek)

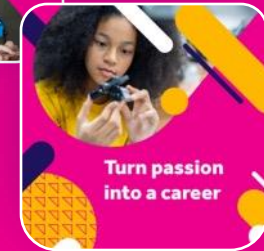



Tomorrow's Engineers Week is fast approaching! This year's theme, Power up your passion, aims to help students align their interests and passions with a career in engineering. Register today to be the first to hear about exciting new content available throughout the week.

 **#TEWeek2024 @EUKEducate**  
[www.eukeducation.org.uk/teweek](http://www.eukeducation.org.uk/teweek)

Tomorrow's Engineers Week is just around the corner, but there's still time to get involved and inspire the next generation of engineers and technicians. Visit the **Tomorrow's Engineers Week website** to learn how you can participate!

 **#TEWeek2024 @EUKEducate**  
[www.eukeducation.org.uk/teweek](http://www.eukeducation.org.uk/teweek)



It's **#TEWeek2024!**  I love being an engineer/technician because I am interested in [add your interests and passions]. What about you? Follow **@EUKEducate** for more insights on how to inspire future engineers!

[www.eukeducation.org.uk/teweek](http://www.eukeducation.org.uk/teweek)



# Share your passion

## Social media post

Use our fun frames and social media copy guide to create a post and share how your passions led you to your career. Encourage your peers to do the same and register their interest in Tomorrow's Engineers Week.

## Self-shot video

Film a short, self-shot video about how your passions link to your career in engineering to encourage students to explore the field.

In your video, please include:

- Who you are
- Your job title and what you do
- How your passions link to your job in engineering
- Why students should consider a career in engineering

Share the video on social media, and tag **@EUKEducation** and use the hashtag **#TEWeek2024**.



# Email your networks

If you have access to any relevant networks or databases, including schools, education organisations or other engineering organisations, we'd love for you to send them an email.

Here is a suggested email template:



Hi [Name],

**Tomorrow's Engineers Week** is returning for its 12th year, taking place from 11 to 15 November. This year's theme, **Power up your passion**, aims to help students aged 11 to 14 think about how they can align their interests and passions with a career in engineering.

Don't miss out – **register now** to be the first to hear about exciting new content available throughout the week, including a free **assembly, a day in the life film** series with **supporting lesson plan** and a **match your passion panel** featuring early-careers specialists as well as engineers and technicians from a variety of sectors, will provide valuable guidance and expertise throughout the week.

You can also **visit the Tomorrow's Engineers Week website** to learn how you can get involved and help inspire the next generation of engineers and technicians!

Best wishes,

[Name]

Suggested text



# Assets

Visit our website and download our ready-to-use promotional assets for social media and email to help spread the word.

Please use the below URLs when directing to our website:

[www.eukeducation.org.uk/teweek](http://www.eukeducation.org.uk/teweek)

[www.eukeducation.org.uk/our-programmes/tomorrows-engineers-week/register-for-tomorrows-engineers-week/](http://www.eukeducation.org.uk/our-programmes/tomorrows-engineers-week/register-for-tomorrows-engineers-week/)

Please make sure to tag **@EUKEducation** and use the hashtag **#TEWeek24** when sharing on social media.



# Learn more about EngineeringUK

## Tomorrow's Engineers

Tomorrow's Engineers provides guidance and information to help you get the most from your engineering engagement activities. Access a range of resources, from reports and guides to presentations and webinars.

[tomorrowsengineers.org.uk](http://tomorrowsengineers.org.uk)

## Tomorrow's Engineers Code

The Tomorrow's Engineers Code is a community of over 300 organisations working towards common goals to increase both the diversity and number of young people entering engineering careers.

[code.tomorrowsengineers.org.uk](http://code.tomorrowsengineers.org.uk)

## Neon

Be part of Neon and help thousands of teachers across the UK discover your brilliant engineering experiences. Neon makes life easier for teachers by curating the best experiences that meet our quality standards, ensuring they are of high quality, have clear learning outcomes, are engaging and inclusive, and support careers education while highlighting real-world applications of engineering.

Neon is free for both users and contributors, with no hidden costs.

[neonfutures.org.uk/submit-an-experience](http://neonfutures.org.uk/submit-an-experience)

## Climate Schools Programme

Help students explore solutions to tackling climate change and discover skills they didn't know they had in this popular programme for schools.

[eukeducation.org.uk/our-programmes/climate-schools-programme/](http://eukeducation.org.uk/our-programmes/climate-schools-programme/)

## Corporate membership

EngineeringUK members play a fundamental role in inspiring the next generation. As part of this network, members also benefit from insights and analysis, along with strategic support and advice.

[engineeringuk.com/membership](http://engineeringuk.com/membership)





# Social media handles

X (formally Twitter): **@EUKEducation**

Facebook: **@EUKEducate**

Instagram: **@EUKEducate**

YouTube: **@EUKEducation**

Please make sure to tag us and use the hashtag **#TEWeek24** when sharing on social media.

## National Engineering Day, 13 November 2024

The theme for **National Engineering Day 2024** is 'engineering role models'. The Royal Academy of Engineering's national awareness day aims to make the UK's engineers and engineering more visible and celebrate how they improve everyday lives and shape the world around us for the better.

This year, we want to move the public to marvel at engineers, be amazed by their achievements, and be awestruck by their feats of engineering.

Join the celebration on social media **#NationalEngineeringDay** and keep a look out to see the unveiling of the engineering role model statue.

