



Royal Academy
of Engineering

Ingenious

Media Toolkit



Contents

1) Using the Ingenious brand	3
2) Planning communications activity	4
3) Sample press release	5
4) Social media recommendations	7
5) Media interview tips	8
6) Exercises	10
7) Useful contact details	11

Dear Ingenious grant holder

Welcome to the Ingenious Awards media toolkit. We hope you will find these materials useful, and would welcome any feedback.

The toolkit is designed to be a set of helpful resources and suggestions rather than a set of rules. You may have a communications team and resources of your own to draw on, have previous media engagement experience, and/or have already developed thoughts on how you will publicise your activity; in which case, we are not here to tread on your toes. On the other hand, you may not have any such support to draw on, which is where we hope our team and this toolkit will prove useful. The toolkit includes, among other guidance, a sample press release, social media recommendations, and some hints and tips on preparing for media interviews.

Whatever your plans and level of support, there are three things that we would ask all grant holders to do:

- 1) Please use the Ingenious logo provided on all of your materials
- 2) Please reference the Royal Academy of Engineering Ingenious Awards in written and verbal mentions of your project
- 3) Please let us know when your activities will take place so that we can a) visit, and b) make some noise about them! Similarly, please do let us know what publicity you have planned, so that we can amplify it

Good luck with your projects and we look forward to working with you,

Jane Sutton

Head of Media and Engagement
Royal Academy of Engineering



Using the Ingenious brand

The logo:

Ingenious is a sub-brand of the Royal Academy of Engineering. The Ingenious logo looks like this:



Please use this logo on all materials, particularly publicity materials, in accordance with our brand guidelines, which can be downloaded from the Academy website:
<http://www.raeng.org.uk/publications/visual-identity-and-style-guide>

You should have received a digital copy of the logo on email, but if this has not reached you, please let us know and we will send it on.

Written and verbal references

When writing and speaking about your project, please acknowledge that it was funded by the Royal Academy of Engineering Ingenious Awards. Ingenious can be described as *“an awards scheme that supports and funds the most creative and impactful projects that engage the public with engineers and engineering.”*

On social media

Ingenious does not have its own social media channels, so please tag the main Academy channels when talking about your project and use #RAEngIngenious (and we'll give you an additional share!):

Twitter: @RAEngNews

Facebook and LinkedIn: Royal Academy of Engineering

Planning communications activity

The following considerations should be made when planning communications activity.

On audience and channel:

- Who are you trying to reach?
- What sort of media does that audience typically consume? Consider:
 - Digital/Social/Broadcast/Print
 - Specific titles
 - What's on pages/listings
- What sort of stories does that media typically cover?

On content:

- What have you got to offer beyond event/activity information?
 - Hi-resolution imagery (300dpm or approx. 1MB for photos is ideal for print)
 - Video/opportunities to film
 - A spokesperson
 - Advice
 - An experience for a journalist – behind the scenes, hands-on participation, exclusive access

Sample press release

POP-UP ROBOT CAFÉ TO LAUNCH ON MIDDLETOWN PIER

Headline to capture what's new as succinctly as possible

Royal Academy of Engineering funded UM University project gives residents opportunity to programme café waiters

Secondary headline gives opportunity for further detail – brand mentions can go here

Residents of Middletown will soon be able to programme their own waiters as part of a Royal Academy of Engineering Ingenious project. Researchers at the University of Upper Middletown (UUM) are launching a new collaboration with local restaurateur Frederick Fork and members of the public to open a pop-up 'robo café' on Middletown Pier over the school summer holidays.

First paragraph should capture Who, What, When and Where. How and Why and any further details can be covered in the remainder of the release

Throughout May, students from local secondary schools and any interested adults will be able to book themselves onto workshops with the UUM team to learn how to programme the robot waiters. The workshops will give attendees an introduction to the engineering behind robotics and opportunities for hands-on interaction with the robots, before the café opens to the general public on 1 June. The project takes place in the government-designated Year of Engineering, a year-long campaign to inspire the next generation of innovators, inventors and problem solvers by showing them what engineers actually do.

The café's five robot waiters have been in development at the internationally renowned University of Upper Middletown Robotics Lab for the last 18 months, and will be able to take orders, communicate with the kitchen, deliver plates of food and clear away afterwards. Frederick Fork, owner of Middletown favourite Silver Spoon & Other Stories, has assembled a team of accomplished chefs and kitchen staff who have been trained to interact with their new robotic colleagues.

Robert Roberts, Chief Engineer at the UUM Robotics Lab, said: *"With all the recent advances in robotics, I wanted to show the residents of Middletown that some of the visions of the future they see in films and on TV can be a reality, but also that they shouldn't be scared of what robots can do. Thanks to the Royal Academy for Engineering's Ingenious grant, we've been able to bring this idea to life and get the public involved in working with the sort of engineering that will transform their lives in the future."*

Ideally no more than two quotes should be included: one from a project spokesperson and one from a Royal Academy of Engineering spokesperson – please contact us if you'd like a supporting quote

Marianne Jaskiewicz, Public Engagement Manager at the Royal Academy of Engineering said: *"We're fantastically excited to be supporting the Middletown Robo Café project through the Royal Academy of Engineering's Ingenious Programme. It will be a first for the UK, and an excellent way to open up some of the cutting edge research that is being undertaken in the UUM Robotics Lab. The work being done by Robert Roberts and his team will change the way we live and work in the future, and the Robo Café will give customers of all ages a glimpse of that."*

Middletown Robo Café will open on 1 June 2019 for 12 weeks, from 10am to 5pm Monday-Saturday.

Close with practical information, and include a URL where available.

For further information and to book a programming workshop, please visit www.middleton-robocafe.co.uk

Notes for editors

Ingenious is an awards scheme, run by the Royal Academy of Engineering, for projects that engage the public with engineers and engineering. The scheme is supported by the Department for Business, Energy and Industrial Strategy.

The Ingenious awards programme aims to:

- Inspire creative public engagement with engineering projects
- Motivate engineers to share their stories, passion and expertise with wider audiences and develop their communication and engagement skills
- Raise awareness of the diversity, nature and impact of engineering amongst people of all ages and backgrounds
- Provide opportunities for engineers to engage with members of the public from groups currently underrepresented in engineering

Ingenious has funded over 200 projects to date, providing opportunities for over 6,000 engineers to take part in public engagement activities, to gain skills in communication and to bring engineering to the very centre of society.

www.raeng.org.uk/ingenious

Royal Academy of Engineering

We bring together the most successful and talented engineers from across the profession – our Fellows – to advance and promote excellence in engineering for the benefit of society.

We have three strategic priorities: make the UK the leading nation for engineering innovation and businesses, address the engineering skills crisis, and position engineering at the heart of society.

We are a national academy with a global outlook.

For more information please contact:

XXX [include email and telephone contact details]

Please include the following background information about Ingenious and the Royal Academy of Engineering.

You may like to include background information about your own organisation and any partner organisations.

Social media recommendations



Twitter

Best for: *quick updates, live/breaking news, reaching journalists and influencers.*

- Make use of already popular (but relevant) hashtags
- Tweet @ others' handles to draw them into conversation. You may like to think about who could be influential on your topic in advance so that you can target them
- Use questions if you want to actively engage people – social media is two-way, not one way
- Images and short videos are king. They make a tweet more engaging, and cause it to take up more space on the timeline Consider photos or short videos from your events, set-up, or preparation; photos of participants and venues; pre-prepared graphics featuring event details, etc.
- If you want other people to tweet about your event, create your own catchy hashtag. Keep it short, check it hasn't been used before, and put it on all materials – and don't forget to monitor it to see what people are saying!
- Include links for people to find out more
- Think about when most users are likely to be online – during the morning commute, on their lunch breaks
- Get all participants and involved – you could even prepare some suggested tweets for volunteers and colleagues
- Communicate regularly, at least daily, and don't be afraid to re-share content – it's a fast-moving platform and followers may miss things

Please tag any Twitter posts with **#RAEngIngenious** so that we can share and amplify them.



Facebook

Best for: *images and video, longer updates, linking to event pages and special interest groups, engaging the wider public.*

- Use questions if you want to actively engage people
- Create posts that users will want to share / are encouraged to share. An explicit call to action for users to share with a friend they think will be interested can work well, but avoid sounding too needy
- Images and short videos are king. These can easily be shot on a phone at an event and shared immediately, or pre-prepared
- Include links to further information

- Find relevant Facebook groups and contact their administrators to ask if they'll post information for you
- If tweeting from an organisation's account, remember to share to your personal account too – and encourage colleagues to do the same
- Don't spam with too many posts, but remember visitors may be interested in info before, during, and after any events



LinkedIn

Best for: *longer updates, engaging particular groups of professionals with work or career-relevant information, tapping into existing professional networks.*

- Join relevant interest groups and start a conversation.
- Ask questions and encourage feedback
- Publish different formats of content: written blog-like posts, video, presentations, links to relevant articles
- Create posts that users will want to share / are encouraged to share
- Think about what makes LinkedIn different from, say, Facebook – users are looking for information relevant to their professional life, rather than personal/social updates – so frame any posts with this in mind

Media interview tips

What you say:

- **Have three key messages in mind, and a number one**
You may only get a couple of minutes to speak, so make sure you have in mind the one thing you really want to get across, in case there's only time for one message. Make sure your three key messages include useful details, your organisation name and the Royal Academy of Engineering Ingenious Awards.
- **Address your audience's context**
Your audience needs a reason to want to listen to you. Demonstrating that you understand their context, and/or presenting what you have to say as a solution to their problem, will help to get them on side. This could be as simple as introducing an event you will be running over a half term holiday as a perfect option for parents who are struggling to find things to do to keep the kids entertained.
- **Keep it simple**
Complexity makes a message hard to understand and hard to remember.

- **Bring it to life: tell a story, use examples, personal details, analogies**
A good story is much more memorable than a list of factual details, and much more likely to be re-told. Telling your own story or anecdote about how you discovered something or were inspired to set up your Ingenious project is a great way to do this. And when you're describing something technical, examples and analogies will help to translate these details into something everyone can understand.
- **Don't be afraid to repeat yourself**
We are all prone to forgetting what we have been told, so the more you repeat something, the more likely it is to be remembered!

How you say it:

- **Your interviewer is not your audience**
Remember that your audience is the reader/listener/viewer, not the person interviewing you. Keep their interests and needs in mind.
- **Be answer-driven, not question-led**
It's very easy to fall into a normal pattern of dialogue with your interviewer, but that might mean that you don't get the opportunity to get your message across. Ensure that you create the opportunity to say what you want to say, even if the right question doesn't come up, using the ABC technique below.
- **Acknowledge, Bridge and Control (ABC)**
When you are asked a difficult question, or a question that won't directly allow you to use your key messages, you can make it work to your advantage by having a few useful phrases to hand that allow you to bridge to what you really want to say. Acknowledge the question first, as completely avoiding the question will make you seem less trustworthy to your audience, and then bridge to what you want to say using phrases such as:
 - "What's really interesting is..."
 - "What's really important to us is...."
 - "What might surprise you..."
- **Be enthusiastic**
Broadcast interviews can sometimes flatten a person's personality. Make sure you are animated, and vary the tone of your voice. If on camera, you can use your hands (you don't want to look like you're in a straightjacket), but don't wave them about so much that it becomes distracting...

Exercises to try

1. So what?

How journalists look at a story:

- What is it?
- Why is it interesting?
- What's new?
- Will readers/viewers/listeners care?
- Would they tell their friends about it?

YOUR TURN:

Thinking about the points above:

- List your three key messages
- Can you summarise your project in a sentence?

2. Which channel?

Think about your project – how would you pitch the idea to some of the following media titles and channels?

You may find some don't work – but it may also prompt you to think of ways to engage new audiences on different types of channels by using a variety of approaches.



Useful contact details

Royal Academy of Engineering Communications team:

Jane Sutton

Head of Media and Engagement
Jane.sutton@raeng.org.uk

Catherine Capone

Public Engagement Manager
Catherine.Capone@raeng.org.uk

On Twitter:

[@RAEngNews](https://twitter.com/RAEngNews)

On Facebook:

[Facebook.com/RAEngineering](https://facebook.com/RAEngineering)

On LinkedIn:

linkedin.com/company/the-royal-academy-of-engineering



Royal Academy of Engineering
Prince Philip House,
3 Carlton House Terrace,
London SW1Y 5DG

www.raeng.org.uk
@RAEngNews

Registered charity number: 293074