



The Institution of  
Engineering and Technology



Marketing and  
promotional toolkit

# Engineering Open House



[theiet.org/openhouse](https://theiet.org/openhouse)

TheInstitutionofEngineeringandTechnology

@TheIET

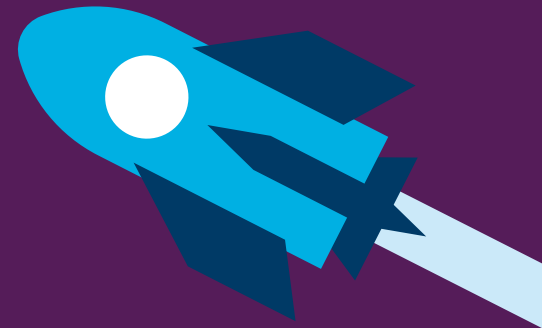
#IETOpenHouse



To help you with the marketing of your Engineering Open House (EOH) event, we've prepared this handy toolkit with everything you need to plan and promote your event as far and wide as possible, as well as run your event.

Your toolkit includes an eight week promotional event marketing plan and some marketing assets to help you throughout the entire process.

We've provided social media graphics, as well as some sample post suggestions for your social media channels to help you get started.



We hope you  
enjoy the  
Engineering  
Open House  
experience!



## Getting started

### Setting up your EOH event registration: tips to get started

1. We highly recommend setting up your registration using a platform like Eventbrite as it's a quick and easy way to manage your event details and check attendees in real time, as well as send communications about the event to them. Visit Eventbrite at: [www.eventbrite.co.uk](http://www.eventbrite.co.uk)
2. Another alternative for registration is to use an RSVP email address or inbox which is specific to your event and ask a colleague to oversee this.



### Permission and consent: photography and video

Please remember that you **must** seek permission to film or photograph any participants.

All children **under the age of 18** need to have a signed consent form from a **parent or guardian** if they feature in any photos or videos from your event.

A permission form can be downloaded from [theiet.org/openhouse](http://theiet.org/openhouse)

Please make all participants aware that photography/videography is happening which could be used for media, social media and marketing.

You must make sure any participants not wishing to be filmed/photographed are not visible in any photos and recordings. One way we've achieved this at our own events is to pop a red wristband on the attendee and brief photographers and staff that these people must not be featured or appear in any photos or videos.

## Pre-event marketing materials and forms:

To get you started as you prepare for your event, please head over to [theiet.org/openhouse](https://theiet.org/openhouse) to download our marketing materials and forms.

### 1. Press release editable template

This is all written and ready to go to your local press contacts – all you need to do is insert your own event details.

### 2. Social media graphics

Social media is a great way to promote your event so be sure to use our images and graphics to support your efforts – we've also included some example posts in this toolkit and some top tips.



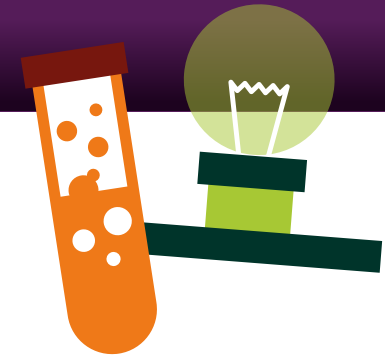
### 3. Photo/filming release forms

These are really important and must be completed for all children who feature in any videos or photos taken at your event. You'll need to have signed consent from their parent/guardian.

### 4. Eight week promotional event marketing planner

You may wish to make use of our eight week promotional marketing event planner to ensure you are maximising the opportunities to promote your event and increase registrations. From our experience, eight weeks is a great window to achieve awareness and raise registration numbers – so use our plan to help you as each week goes by!

Remember – your marketing planner and social media graphics can be downloaded from [theiet.org/openhouse](https://theiet.org/openhouse)



Plan and promote your event using our handy eight week checklist.

### 8 weeks before

- Create your registration link on [EventBrite](#).
- Add your event to your website so people can register and look into any What's On local websites where you can promote your event.

### 6 weeks before

- Add your details to our Digital Poster and print out to advertise your event around your local area, such as local libraries, schools or leisure centres.
- Continue to post about your event on your social media channels and encourage your colleagues to like and share with their followers. From this point, we'd suggest you do this 2-3 times a week until the event.

*\*Don't forget to use our ready to go Social Media Graphics and pre-written messages which can be found on the next few pages!*

### 4 weeks before

- Use our pre-written [Press Release](#) to make the local press aware of your event.
- Post a teaser on social media of what activities families can expect at your event.



### 2 weeks before

- Check to see if the local libraries, schools and leisure centres have enough posters to advertise your event.
- Create a countdown on social media and/or your website – 'Only 2 weeks to go' and 'We're really excited...' and encourage people to register. Include any 'sneak-peak' information to get people excited.
- Remind colleagues and your networks of the event – 'If you haven't already registered' and 'Last chance to do so...'

### 1 week before

- Continue to build the excitement on social media using our pre-written social posts, making sure that you include any visuals such as a [Digital Poster](#) and [Social Media Graphics](#).

### Event day(s)

- It's arrived! Use our pre-written social media posts to share the excitement of your event \*Remember to get [Permission Forms](#) from parents/guardians so you're able to share content with your followers. Encourage your attendees to post their pictures on social too.

## Social media tips and post suggestions

Social media is a great way to create awareness pre, during and post-event.

We've put together a few tips to help you spread the word and create a buzz about your EOH event...

- If you've got several social media accounts (staff and an organisational one), don't be afraid to cross promote! Get colleagues to follow you to get things going and utilise your own social media channels, remembering to use the hashtag. There'll always be fantastic content posted using the **#IETOpenHouse** hashtag, but you can gain more followers on the day by using the hashtag with everything you post.
- Build excitement on the lead up to your event. Pre-event posts will help promote attendance - this could simply be an image or a poster with details of the event (date and time).
- Follow, like and engage with similar organisations and pages. Seek out and follow other Engineering Open House events using the **#IETOpenHouse** hashtag, as well as engineers, technology magazines or blogs.
- If you've been out and about talking about Engineering Open House, mention where you've been or who you've spoken to in your update (if they have a page). If they share your post, this will boost its reach.
- Engage with your followers. Like and share their messages and respond to the people that contact you. If you're able to show that you're approachable and that you talk to your followers, you'll be more likely to gain new ones.
- Throughout your event, be sure to post plenty of exciting and engaging photo and video content across your social media channels and encourage attendees to get involved on social too.
- Be creative with your content, using images, GIFS, videos and boomerangs to maximise engagement and remember to use Instagram and Facebook stories for live updates throughout the day! The more colourful and creative the content, the more interesting your social media posts will look.





## Example social media posts for EOH:

### Pre event

We're so excited to be taking part in this year's **#IETOpenHouse**. With exciting interactive workshops and plenty of fun to be had, we'd love you to join us.

**Register here** [INSERT REGISTRATION LINK](#)

Engineers bring ideas to life, turn dreams into reality and make solutions to big challenges possible. We're taking part in this year's **#IETOpenHouse** to show you just how exciting a career in engineering can be! Check it out [INSERT REGISTRATION LINK](#)

Ever wondered what engineers do and why? You can find out when we open our doors to kids and parents for **#IETOpenHouse**. You don't want to miss it! [Register here](#) [INSERT REGISTRATION LINK](#)

Do you know any aspiring young engineers? We're opening our doors for **#IETOpenHouse** to give you behind the scenes access to the wonderful world of engineering and technology. To get involved, simply visit: [INSERT REGISTRATION LINK](#)

### On the day

**#IETOpenHouse** is finally here! We'll be opening our doors shortly and giving you behind the scenes access to the wonderful world of engineering. Are you ready?

[Post photo and video content of activities at the event] Having a great time with the future engineers of the UK **#IETOpenHouse**

### Post event

[Share photo or video from the day] Wow, what a day! We loved seeing so many inspired children and their parents at **#IETOpenHouse**. Whether you're into sports, music, fashion, flying, healthcare, or improving our climate, there's a place in engineering and technology for all of us!



### On the day – important reminders and tips:

- **Take plenty of photos/videos on the day** – these can simply be taken on a mobile phone, but the higher quality the better!
- **Display the event hashtag** around your event on signage or posters to encourage attendees to post about their day **#IETOpenHouse**
- **Encourage participants to send or post their photos and videos** from the event for you to share on social media. You can share photos using the hashtag **#IETOpenHouse** and tagging **@TheIET** in any posts.
- **Ensure you have photo/video consent of attendees:** you must have signed consent from parents or guardians to take photos/videos of children taking part in these events and make sure you state on your event that it will be filmed and/or photographed. Further information is provided in this toolkit.

**We hope you enjoy your Engineering Open House experience!**



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