The Institution of Engineering and Technology

LOCAL NETWORK EVENTS

Recognition Event for new Registrants and Fellows

This event is designed to enhance professional pride and public esteem for chartered status and Fellowship, by public recognition and celebration of new registrants and Fellows. Certificates of recognition are ceremonially presented by a high-profile engineering figure, in the presence of business partners, academics, and registrants' guests.

This event complements professional registration workshops by enhancing the perceived value of membership. It is best run at National or Regional level for maximum prestige (and cost-effectiveness).

Fitting into the IET corporate ambitions

The aims of the event are:

- to publicise IET professional registration and IET Fellowship, highlighting their career value and prestige
- to foster both recruitment and active participation within the IET.

Using the LN event Framework

There are ten steps to putting on any Local Network event:

1. Decide what the national or regional group of LNs wants to achieve
2. Decide who you want at the event in order to achieve the desired outcome
3. Plan the programme, and secure key speakers and attendees - at least 6 months in advance!
4. Define the roles of volunteers during the event
5. Keep on top of the money side of things
6. Set up the event
7. Market the event
8. Ensure the event goes well
9. Follow up where appropriate
10. Evaluate and learn

1. Decide what you want to achieve

The desired outcomes of this event are increased recruitment and increased active participation with the IET. These are promoted by enhancing professional pride and the public stature of registration and Fellowship.

Subsidiary aims include:

- starting a process of engagement with participants to encourage them to join as members or to pursue registration or Fellowship
- reinforcing the importance attached to these by Business Partners and academics
- explaining the benefits for members' careers
- increasing public awareness via the invited family members and friends and external media coverage.

2. Decide who you want at the event in order to achieve the desired outcome

The target audience for this event comprises:

- all members in the LN areas who have attained registration (EngTech, IEng, CEng) or FIET in the past year
- at least one personally-invited guest per registrant or Fellow (perhaps allowing an extra guests on request, depending upon space available)
- members who are, or are considering, applying for registration or Fellowship
- business partners who either:
  have employees being presented with certificates
  strongly promote registration and fellowship or
  may be encouraged to do so

Identify appropriate BPs through the local Regional Development Manager

- senior academics - similar criteria as above

- media – external coverage is highly desirable
- other potential members or registrants as space allows.

3. Plan the programme, and secure key speakers and attendees in advance

The main speaker should be a very high-profile engineering figure – ideally the IET President or the Chief Executive & Secretary. Key points for his/her speech are suggested below.

Other main speakers, one covering professional registration and one Fellowship, will usually be staff from the professional registration team - please contact the Registration Promotion Co-ordinator in Stevenage at Vsu@theiet.org . Versions of the respective standard presentations, trimmed to fit the agenda, will be suitable.

The local professional registration advisers, and mentors, should be present for members to consult in the informal sessions – short appointments can also be offered in advance. See also point 4.

The event and the speakers should be introduced by the regional or national chairman and a vote of thanks given by another committee member.

An example of a successful programme format, with approximate timings:

18.00 Networking with Refreshments.
18:20 Move to main event space. IET Corporate videos running.
18.30 Welcome – Regional/National IET Chairman.
18:40 Routes to Registration – IET Staff speaker 1.
19:00 Fellowship - IET Staff speaker 2.
19:20 Address by IET President.
19:45 Presentation of framed certificates of recognition, by the President.
20.00 Move to Networking and Drinks Reception – PRA, mentors, literature available.
21.00 Close.

Other possible programme elements depending upon timing and location:

- if in IET premises, a building tour
- business partner exhibition space
- more audiovisual items e.g. IET-tv clips

Suggested key points that the main speaker should convey:

- recognition and celebration of the achievement of professional registration at the various levels, or Fellowship
- pride in the profession of engineering and technology
- pride in the achievement of a globally recognised qualification in that profession
- the contribution qualified engineers make to society
- their importance to the future of the human race and the planet
- benefits of registration of fellowship:

  for the member – career, personal development, access to knowledge and like minds, etc.; demonstrates commitment to Professional Standards; demonstrates competence.

  for society - better professionals providing a better world, creating more wealth and a better quality of life everywhere.

4. Define the roles of volunteers during the event

All volunteers at the event should be either professionally registered themselves, part-way through the process, or just about to start. Volunteer mentors and local PRAs should be present. All should wear badges showing their names and roles.

Volunteers should explain and provide information on membership, Chartered status and Fellowship. They should respond to all expressions of interest, provide forms and literature, and where appropriate take names and contact information. They should also answer the questions of the invited guests, giving insight into the profession.

In the period before the presentations, the volunteers should chat to around 3–5 guests - each and start to build a relationship with them. Use this time to break the ice, and to get to know a little about the work and careers of members and potential members.

After the presentations the volunteers should if possible chat with the same people again. This time the conversation will include membership, Professional Registration or Fellowship, as relevant to each individual.

Make sure all your volunteers have their own IET membership number with them, in case they wish to sponsor an application for membership on the night.

5. Budgeting and admin. support

Set a budget and monitor expenditure against it. Learn for the future by monitoring expenditure and results. The main costs will be:

Venue hire

For venue requirements see Section 6

Refreshments

Quality rather than quantity, is important. The expected attendance should be well known and the quantities adjusted to match.

Tea and coffee etc for the initial networking, and drinks and canapés for the reception, may be appropriate.

Publicity

Since all attendees will be invited there is no need to publicise to try and fill places, consequently, the publicity focus should be on media coverage (see also section 2).

Other material

Framed certificates of recognition with the IET crest are required to hand out on the day and staff can help supply these. These certificates are not the official registration certificates issued by the Engineering Council, but they are official IET certificates that recognise the achievement of the individuals. Individual registrants are able to purchase EC certificates for a fee if they want to when they become registered but this is optional to them.

6. Set up the event

Venue, invitations, logistics

A high-quality location is important for the prestige and success of this event. The facilities must include a room large enough to seat the desired audience, with a podium, lectern, AV and PA equipment, and separate space(s) for refreshments and networking. A business exhibit area may be useful. A projector and screen in the other areas will allow IET films and presentations to be played.

Good administration is essential to manage invitations and responses as well as to manage the logistics on the day, you may want to consider sharing these tasks among a number of committee members to reduce the burden on individuals.

The first essential task is to secure the main speakers – see Section 3. This must of course be done in conjunction with venue booking.

A time schedule should be set for issue of invitations to the various types of attendees (see section 2) and collation of their responses. You may decide to impose a 'cut off date' for RSVP responses; this can be done automatically if the online registration system is used. In this way you can review attendance figures in good time and offer any remaining spaces to other local registrants and Fellows. Lists of registrants and Fellows can be requested from Membership Department, by LN IET support staff (not by members).

Attendee travel considerations will suggest the best time of day for the event – perhaps either an afternoon or an early evening.

A professional photographer should be present to take photographs of each presentation, and some informal ones later, for example of people talking with the President. Digital copies should be made available to the participants on request, and used in publicity for the event and its successor the following year.

7. Publicise the event

Although most attendees will come by invitation, it is important that the event is well publicised. This adds considerably to the "value" of registration and Fellowship and hence the benefit to the Institution.

The Communications Team in Stevenage can help you develop a media plan, draft press releases and distribute them to your target media – contact rbeahan@theiet.org. All external media coverage national or local press, radio or TV is most valuable.

The event should certainly be prominently featured in the various IET news formats ideally beforehand, and afterwards with suitable photographs.

8. Ensure the event goes well

People

One person (not one of the speakers) must be in overall charge of running the event; this person should concentrate on making the whole event run smoothly and always be available to make decisions and be flexible about running the event.

Organising your introductory speakers and making sure they are comfortable with their material is important. The volunteers should also be well briefed to make good use of the networking periods to capture opportunities – see section 4.

The local chairman has an important role in setting the tone for the event – which might be described as professional celebration.

Welcome desk

It is important to get everyone checked in quickly and smoothly. Tick off attendees against pre-printed lists and have name badges for all attendees, both of these can be generated automatically from the online registration system. Members who are volunteering at the event should wear distinctive badges.

Information table

The information table should be separate from the welcome desk, and convenient for the networking sessions. Literature should include general IET information, information about each of the registration levels and how to apply, and basic membership information. All of this can be ordered from the online marketing toolkit.

The Room(s)

You may need some volunteers to help set up the rooms, particularly if you are not using an IET venue. Consider signage (external if necessary as well as internal), branding, speaker's table, projection and sound systems, and locations for registration, information and refreshments, as well as seating. Staging for the speakers and presentation of certificates is very desirable. Many items of signage and display banners are available via the online marketing toolkit.

Set up the networking/refreshment area to encourage the audience to stand and circulate. Provide a small number of seats for any who may need them. Too many chairs may make a static event, making it harder for volunteers to move among them to network, chat and recruit.

9. Follow up where appropriate

Contact addresses should be collected for any attendees not individually invited, especially if they show interest in membership or registration. Staff can follow these contacts up after the events with an email or letter.

One or two questions may possibly arise that cannot be immediately answered, and these should also be recorded and followed-up.

10. Evaluate and learn

It will be very valuable to review how effective the speakers and themes, presentations and other aspects were after the event. If you have used

the online registration system then a short survey can be quickly and easily sent to the attendees. It may also be interesting to discuss overall impressions of the event and the Institution, for example, have the attendees changed their perceptions of the profession, professional registration, or the IET.