



IET On Campus: Freshers' Fair events

An IET On Campus student community, the Reading University Computing and Engineering Society (RUCES) kick-started its year by running a stand at the university's freshers' fair.

Here the group promoted its planned activities for the year, which included tours of the local Google and Oracle campuses, offering students improved links to industry.

How did the event idea come about?

The idea to run a stand at the fresher's fair came about as part of a recruitment drive for members. In order to become a fully established society and receive support from the Reading University Students' Union (RUSU), RUCES required 50 students to register their interest in joining the society.

How did the group approach the event?

The members of RUCES looked at this opportunity as the society's official launch event, having slowly come together over the previous six months and were keen to raise interest in membership.

"The key idea was getting as many people as possible to meet and learn about us," says Andy West, Secretary and IET Liaison Officer at RUCES.

How did they develop and promote the event?

In order to help promote their event RUCES reached out to organisations such as the IET.

"We needed a way to get freshers involved with the society, so we contacted both the IET and BCS, asking them to bring along information and freebies to help promotion," says Andy.

The day itself was all about promotion too. As they weren't an official society at this stage the students weren't able to put up a stand within the RUSU tent, so they set themselves up outside, where they thought they'd get the highest footfall.

"We set up our stand on the main path between the halls, lecture theatres and the RUSU tent, giving up the optimal amount of people passing by," notes Andy.

As well as a great array of goodies from the IET including pens, hoodies and notepads, members from the IET Berkshire Local Network (LN) also came to help out. This gave the freshers a chance to directly interact with IET members and find out more the value of this IET On Campus community.

What learnings did they take from the event?

By taking part in the freshers' fair RUCES members learnt that there was a great demand for a society such as theirs, with 150 members signing up on the day!

"We also found that postgraduates and students from all areas of the university were approaching our stall, showing just how much scope the society has to reach all areas of STEM," Andy notes.



Members of the Reading University Computing and Engineering Society

What skills have they gained from this activity that they could add to their CVs?

The three main skills the students felt they gained from developing this event were planning, organisation and promotion. All useful soft skills for up and coming engineers.

What feedback did they get from students who participated?

Student feedback was very positive, with many people highlighting that they were looking for improved links between university and industry, which this group could offer them. They also noted that they were looking forward to taking part in RUCES' talks and tours, stating that attending these would increase their employability.

The event's success was also proven by the society's sign up figures.

"This activity gave us 150 members, which is a staging success for us as we now have enough people to start polling for events," says Andy. "This also superseded the RUSU's requirements, so it helped us to become a fully fledged university society," he enthuses.

Will they run the event again?

RUCES plans to run a stall at the university's freshers' fair every year as its main recruitment event, helping the group to advertise itself to the new students joining the institution.

We'd love to hear what your group is up to – share your photos and videos to:

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To find out more about IET On Campus including event cases studies:

E: oncampus@theiet.org

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