

Engaging Young Professionals around the World

A guide for IET Communities around the world



Why do we need to get young professionals on board?

As a Communities volunteer, you will probably be aware that the IET has Communities all over the world. One thing you have in common is the need for effective succession planning and this is one of the main reasons that it is important for you to engage with students and young professionals.

Many of you have mentioned that you experience challenges in attracting a younger audience to your events. The Young Professionals Community Committee (YPCC) is keen to help with ideas on how to achieve this. In 2016, they held an International Young Professionals Community Volunteer Conference and asked the 40 attendees to tell us which events were successful in attracting young professionals in their regions.

The YPCC produced this booklet to share those ideas with you. We hope you find it useful!



Contents

1. Americas
2. Asia Pacific
3. Europe, Middle East & Africa
4. South Asia
5. United Kingdom
6. Useful contacts

1. Americas

Challenge: How to increase attendance at events in an area where members are spread across a wide geographical area

Opportunity:

Communities without a strong concentration of members within a geographic area can benefit from partnering with other organizations for their events. Successful strategies for this have included hosting joint events with other engineering institutions such as IMechE or IEEE, or liaising with local universities. These partnerships not only increase attendance at events and may potentially bring in new IET members, but also can reduce the planning and promotion duties of IET volunteers by engaging partner support.

Challenge: Demonstrate membership value outside of Professional registration (engineering charterships).

Opportunity:

An IET membership offers a range of products and services, as well as access to a powerful knowledge network. Demonstrating the value of these features, and focusing less on chartership, is critical to maintaining member interest. Volunteers could showcase the social component of membership by hosting more frequent, less formal events that bring local members together. Or they could demonstrate professional value beyond charterships by planning events that interact with local industry, provide networking opportunities, promote access forgotten IET resources, such as the [Digital Library](#). For example, the EMEA region hosts presentation skills workshops before the PATW and have received great positive feedback.

2. Asia Pacific

Challenge: Increase Young Professional (YP) involvement in volunteer roles and local network activities

Opportunity:

Local networks (LN) can delegate more power to existing YPs so they can plan events. This can be done by increasing YP presence in the LN board, creating a separate YP governance structure that interacts with the LN, or by allocating some portion of the LN budget to YP volunteers and their events. New Zealand and Australia are currently trialling a governance model that shares responsibilities between the LN, YPs and On Campus groups, so look to them for guidance and support. The Chennai LN in South East Asia is also encouraging YP involvement by giving awards for YPs excelling in academics, excelling in leadership, etc.

Challenge: Design new, unique services that appeal broadly to YPs

Opportunity:

Events on leadership, soft skills, and social networking have been demonstrated to have a large appeal to YP members. LNs and volunteers wishing to increase the local services specifically for YPs can look to organize more of these events in their region instead of the more traditional technical lectures.

Challenge: Increase YP awareness of the IET

Opportunity:

Use [On Campus](#) events to host workshops, technical talks, invite speakers, and promote the PATW competition. When OnCampus groups are not available try to partner with local universities to encourage student participation. Visiting universities on the open houses/admissions day and promoting the IET is a great way to gain exposure. Malaysia currently has 11 [OnCampus](#) chapters and is a great example for those looking for guidance. Alternatively, Singapore uses the [Faraday](#) challenge to encourage teens to join engineering and to reach out to the public about the IET.

3. Europe, Middle East & Africa

Challenge: Plan large local events with limited LN resources

Opportunity:

Have LNs collaborate for larger events, with one LN assuming control and other surrounding networks participating. The [GCC robotics](#) competition in February 2016 was planned this way and was a hugely successful event with 6 countries participating.

Challenge: Student engagement

Opportunity:

Organise really fun, unique events through IET student chapters. A great example of this is the Treasure Hunt event organised by IET student chapter at K.F.U.P.M. This event saw the highest volunteer participation with over 15 IET volunteers! It attracted around 25 teams and 75 students ranging from senior year to orientation year.

The Treasure Hunt involved solving clues and performing tasks that led to the treasure destination and comprised of three main parts: the preliminary round, semi-final and final.

The preliminary round tested problem solving and critical thinking skills. 7 teams moved on to the next round.

The semi-final was a point-based round and each team had to perform certain tasks within a given time. Tasks included solving Morse code, communication games and more critical thinking questions. 5 teams moved onto the final.

In the final, the teams were given an initial riddle to solve. The answer to this riddle then led to the next location with a new clue and that clue led to another location and so on. At each location teams were given part of the final location coordinate.

The first team to finish all tasks and find the treasure is the winner! Money prizes were given as well as participation certificates. The event was a huge success and received overwhelmingly positive feedback.

4. South Asia

Challenge: Increase YP awareness of the IET

Opportunity:

Reach out to local universities. A great example of this is the NICE (nurturing caring engineering) initiative launched in Mumbai in 2014. In this initiative Students from 3rd/4th year of engineering visit junior college (before they select career branches) and present on engineering for an hour. They give “real life examples” of types of engineering, do ice breakers, and pass out feedback forms. Those outreach students then present on their outreach for a competition

Challenge: Communication between students and volunteers

Opportunity:

YP Congress intends to connect all the YPs of South Asia and share best practices among themselves.

There are plenty of great things being done by different YP sections, but it remains confined to the concerned local network. Mostly it has been observed that after students graduate from the university they don't continue with the IET. There are some local networks where the YP section is struggling to get the requisite momentum and are weakening gradually. YPs within academia and the corporate world need more interaction between them. YP Congress will try to bridge this kind of gap and work towards the succession planning.

To minimize the cost it is recommended to try and combine it with an existing conference or large scale event. A day event will mostly comprise of the updates on the YP activities, team building work shop, best practice sharing session, techno-motivational talk.

5. United Kingdom

Challenge: Increase the number of IET social events

Opportunity:

Use low-key, low-cost, events such as “beer and pizza” meetings to increase the number of casual IET events. The UK currently does this, and meets in pub function rooms to facilitate a social atmosphere.

Challenge: Increase awareness of IET events

Opportunity:

Leverage social media to promote events (Twitter, Facebook LinkedIn, Plus! For Events) and engage with student engineering societies (non-IET groups) to cross-promote events.

Useful contacts

The YPCC are always happy to hear from you and to help with any Young Professionals related queries or challenges. You can contact them on:

Email: youngprofessionals@theiet.org

Phone: +44 1438 765623

Facebook: www.facebook.com/ietyppcc/

ACRONYMS

YP	Young Professional
YPCC	Young Professionals Community Committee
LN	Local Network
EMEA	Europe, Middle East & Africa
GCC	Gulf Cooperation Council
PATW	Present around the World



This booklet has been produced by the YPCC