

National Engineering Month 2017 Kick-off



PRESENTED BY THE NEM ONTARIO TEAM

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MARCH 2017



Professional Engineers
Ontario



engineers without borders
ingénieurs sans frontières
Canada



ONTARIO
SOCIETY
OF PROFESSIONAL
ENGINEERS

Introduction



- Leading up to NEM 2017 we have discussed:
 - How to Measure Event Effectiveness (Event Scorecards)
 - How to Amplify Your Event (Traditional & Social Media)
 - How to Share your Story (with Erin Rodgers)
 - How to Run a Successful Event (Messaging and Recruiting)
- Today we officially launch the NEM 2017 Campaign!
- You can view video replays of all the webinars at nemontario.ca/engineering-outreach-resources/

March is **National Engineering Month**

There is a Place for you in
Engineering and
Engineering Technology!

#NEM2017 theme for all
National Engineering Month
campaigns across Canada

Our approach to NEM

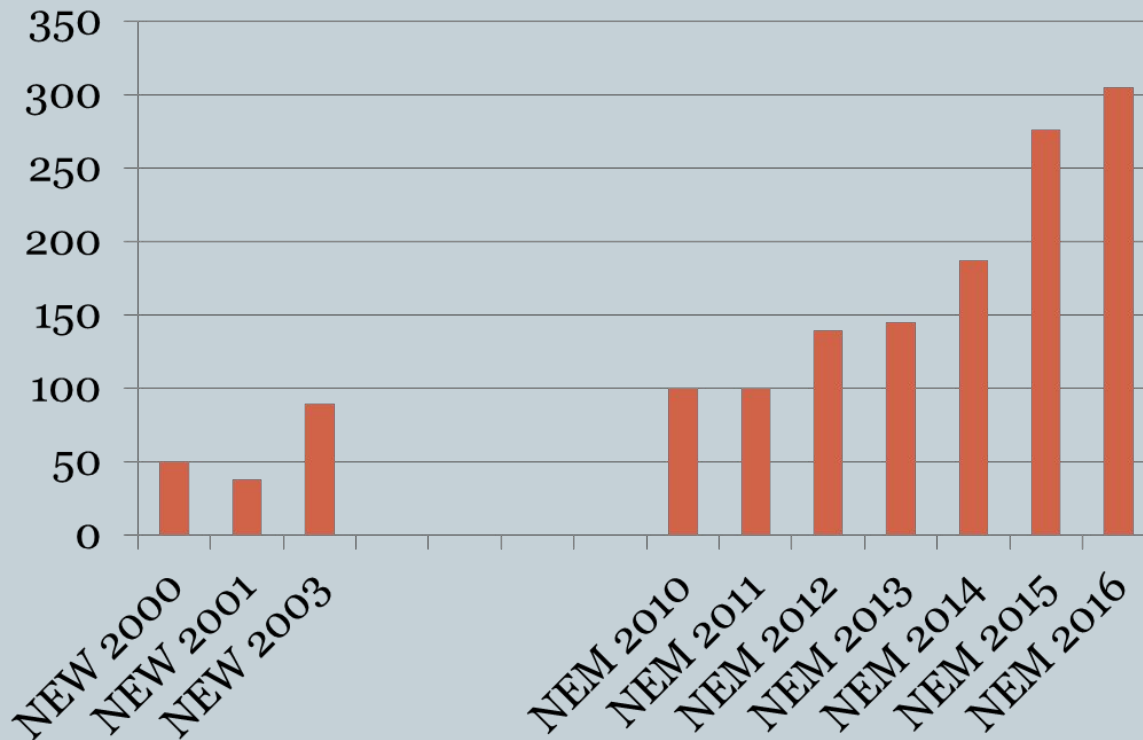


- With your involvement, NEM Ontario will be a strategic & intelligent engineering outreach campaign
- Through consistent **messaging** & rigorous support to all **volunteers**, we can transform public perception of our profession, & **inspire** the next generation of engineering and engineering technology professionals
- We utilize grassroots outreach along with professional networking/conference-type events

The NEM Campaign: Over the Years



Number of Events



■ Number of Events

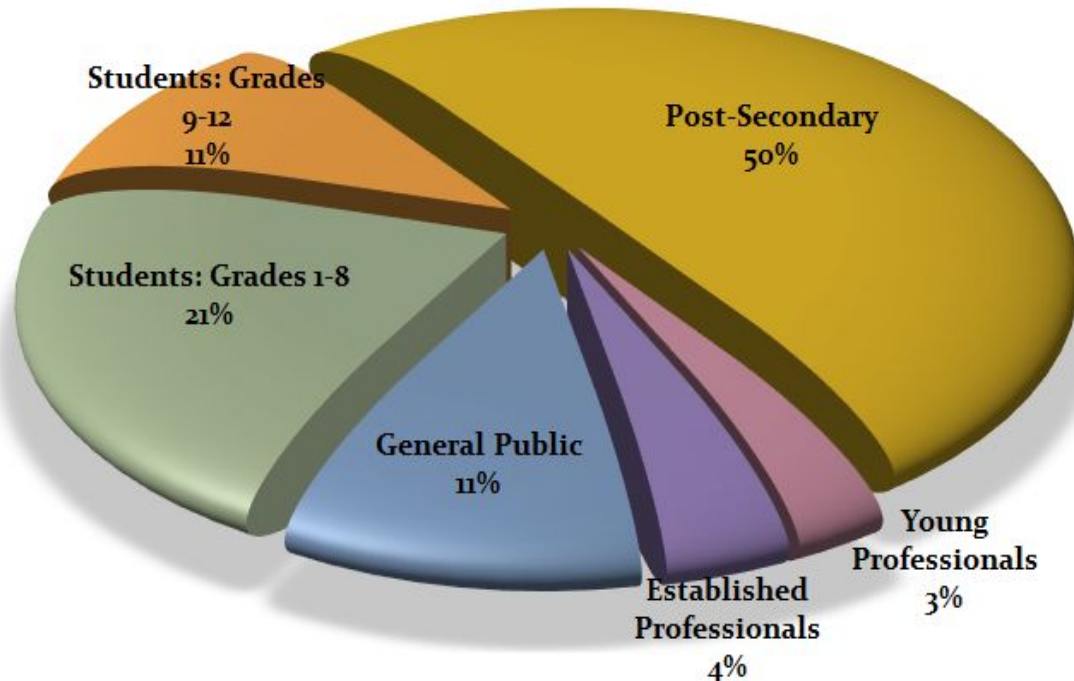


NEM 2017?

The NEM Campaign: This Year!

- **341 outreach events** across Ontario! (run by OACETT, PEO, EWB, and other great organizers - up 11% from 308 last year)
- Estimated over **48,000** children, teens, and adults will be reached through events (up 37 % from 35,000 in 2016)

Our Anticipated 2017 Audience



NEM 2017: Sponsors and Partners



FLAGSHIP SPONSOR



thePersonal

Home and Auto Group Insurer

LEAD PRESENTER

IMAX

PARTNERS



INVESTOR



HATCH



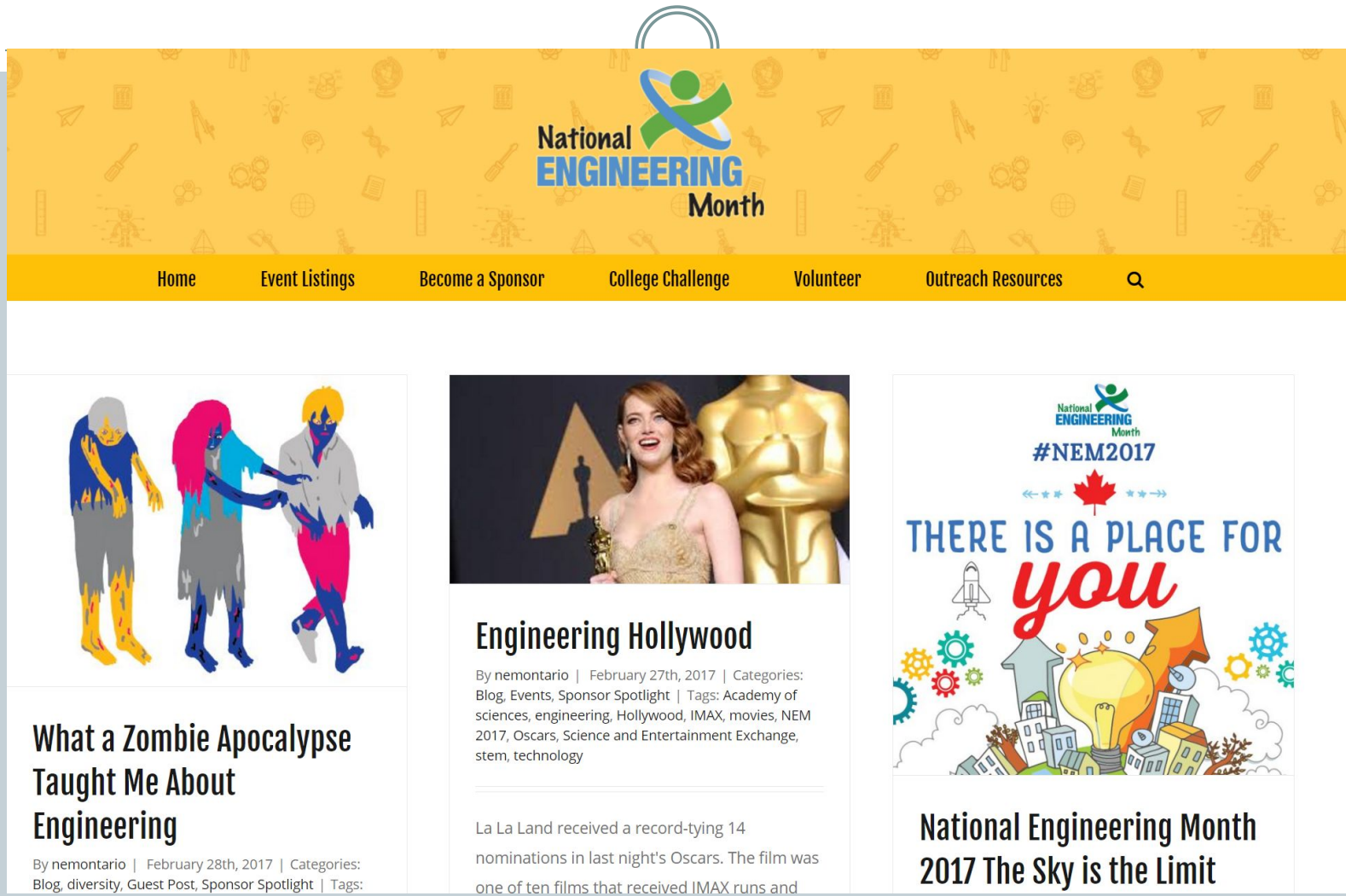
ALLY

Bruce Power | Centennial College | Clearpath Promotions | Humber College | Seneca College | Sheridan College | University of Western Ontario

NEM Merchandise



<http://nemontario.ca/blog/>



The screenshot shows the homepage of the National Engineering Month website. The header is orange with a pattern of engineering icons and the 'National ENGINEERING Month' logo. A navigation bar below the header contains links: Home, Event Listings, Become a Sponsor, College Challenge, Volunteer, Outreach Resources, and a search icon. The main content area features three articles. The first article, 'What a Zombie Apocalypse Taught Me About Engineering', includes a graphic of three stylized figures. The second article, 'Engineering Hollywood', features a photo of Emma Stone at the Oscars. The third article, 'National Engineering Month 2017 The Sky is the Limit', includes a graphic with the text 'THERE IS A PLACE FOR you' and various engineering symbols.

What a Zombie Apocalypse Taught Me About Engineering
By nemontario | February 28th, 2017 | Categories: Blog, diversity, Guest Post, Sponsor Spotlight | Tags:

Engineering Hollywood
By nemontario | February 27th, 2017 | Categories: Blog, Events, Sponsor Spotlight | Tags: Academy of sciences, engineering, Hollywood, IMAX, movies, NEM 2017, Oscars, Science and Entertainment Exchange, stem, technology

National Engineering Month 2017 The Sky is the Limit

- Featuring articles, profiles, event writeups and other cool stuff!

Spotlights



- Email Jonathan (jonathanlazo@ewb.ca) if you'd like to be spotlighted!

<http://nemontario.ca/events-listings>

Home

Event Listings

Become a Sponsor

College Challenge

Volunteer

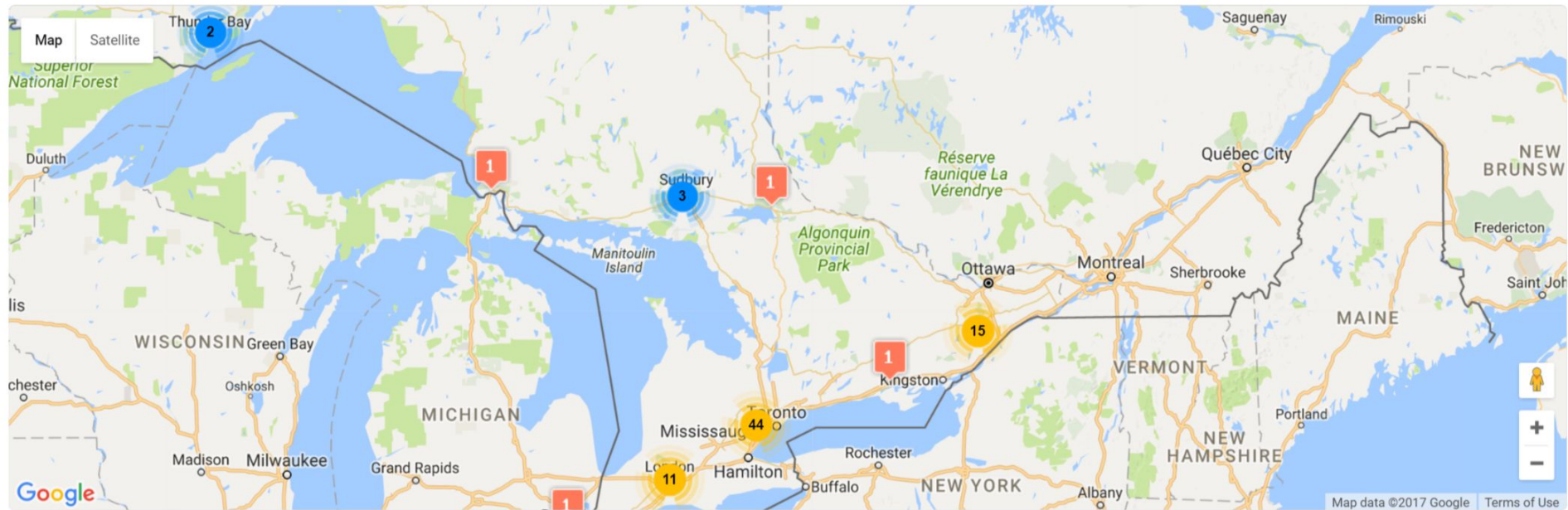
Outreach Resources



MARCH, 2017



FILTER EVENTS



- Searchable by organization and target audience!
Promote your event here!

Other great stuff



Resource Documents Library

NEM 2017 Essential Documents:

Please view the NEM Funding Guideline and NEM Messaging Guidelines for the 2017 campaign

Event Survey: NEM Participant Survey

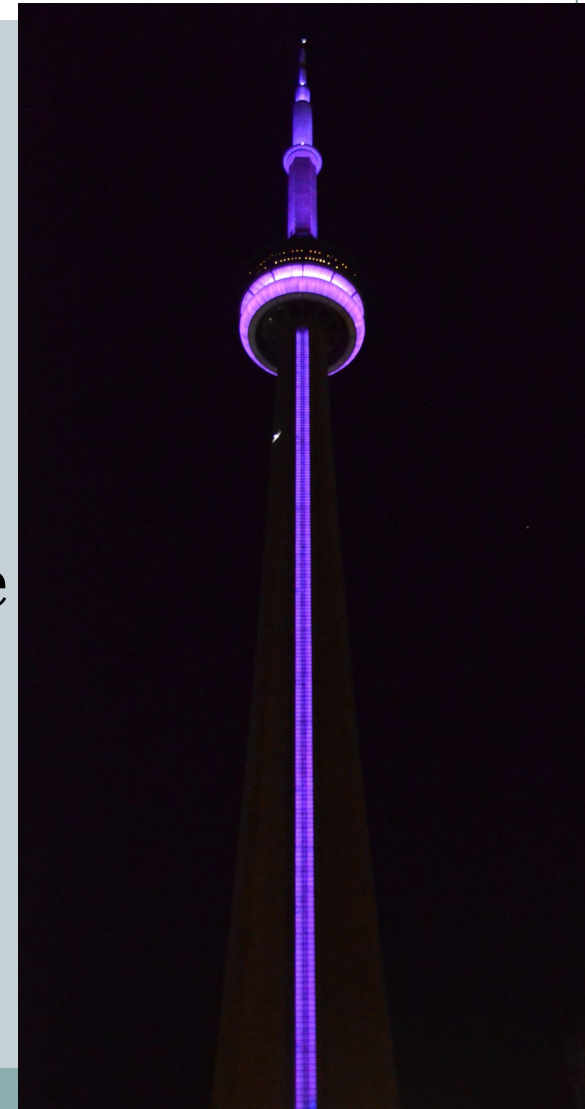
Press Release: NEM2017-PressRelease.docx

NEM 2017 webinars:

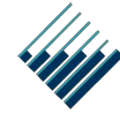
Our Partners: OSPE



- Hosting the NEM kick-off event 'Nothin but NEM' TONIGHT!
- An Ontario wide Rube Goldberg challenge, connecting machine components across campuses via the internet, will ultimately light up the CN Tower purple March 29th
<https://blog.ospe.on.ca/membership/3084/>



Our Partners: PEO



Professional Engineers
Ontario



- 24 chapters participating all across Ontario putting on 70 events!
- Some long-standing contributors:
 - PEO Etobicoke: 10th Annual Design Competition: Engineering Idol 2017 (March 4th)

<https://etobicoke.peo.on.ca/2017/02/25/engineering-idol-design-competition-10th-year-anniversary/>

- Engineering Innovations Forum (March 8th)
<http://innovationforum.peo.on.ca/>



PEO Events in NEM



Look for buttons!

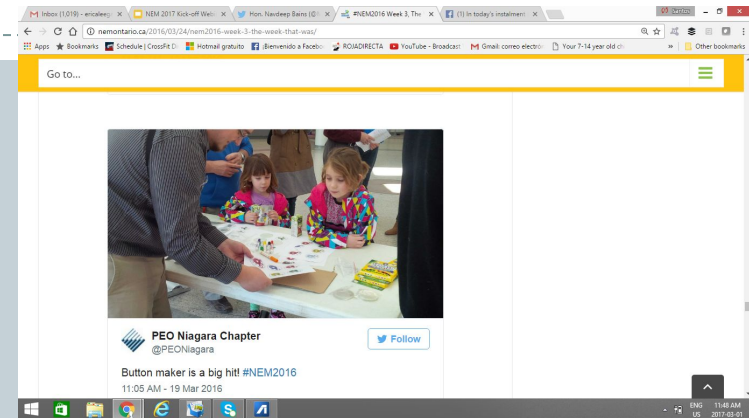


PEO Niagara Chapter
@PEONiagara

 **Follow**

Even babies can be aspiring engineers! These buttons were a real hit [#NEM2016](#)

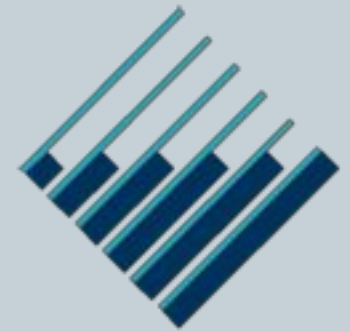
12:00 PM - 19 Mar 2016



Participating PEO Chapters



- North Bay
- Sudbury
- Toronto East
- Brampton
- Etobicoke
- Grand River
- Lake Ontario
- Algoma
- Ottawa
- Peterborough
- Niagara
- Brantford
- Thousand Islands
- Willowdale-Thornhill
- London
- Chatham-Kent
- Hamilton-Burlington
- Simcoe-Muskoka
- Lambton
- Lakehead
- Mississauga
- Kingston
- Sudbury
- York



Our Partners: OACETT



- 12 OACETT chapters participating to run 42 events
- The College Challenge will be running through its 4th annual iteration with 18 teams participating from 10 colleges!
- Winning team awarded OACETT membership and a cash prize!
- Last year's winner:
 - Centennial College:
 - Science and Engineering:
Facing the Future



Participating OACETT Chapters



- Durham
- London
- Niagara
- Quinte
- Thunder Bay
- Toronto East
- Toronto Central
- Toronto West
- Kingston
- Grand Valley
- Hamilton-Burlington
- Peel



OACETT Events in NEM



College Challenge Teams

- Conestoga
- Centennial
- George Brown
- Humber
- Loyalist
- Sheridan
- Niagara
- Seneca
- St. Lawrence
- Confederation



College Challenge and OACETT events



Sheridan Engineering
@FarzadRayegani

 Follow

Perhaps futureEngineers? @sheridancollege #CAMDT

Our Partners: EWB



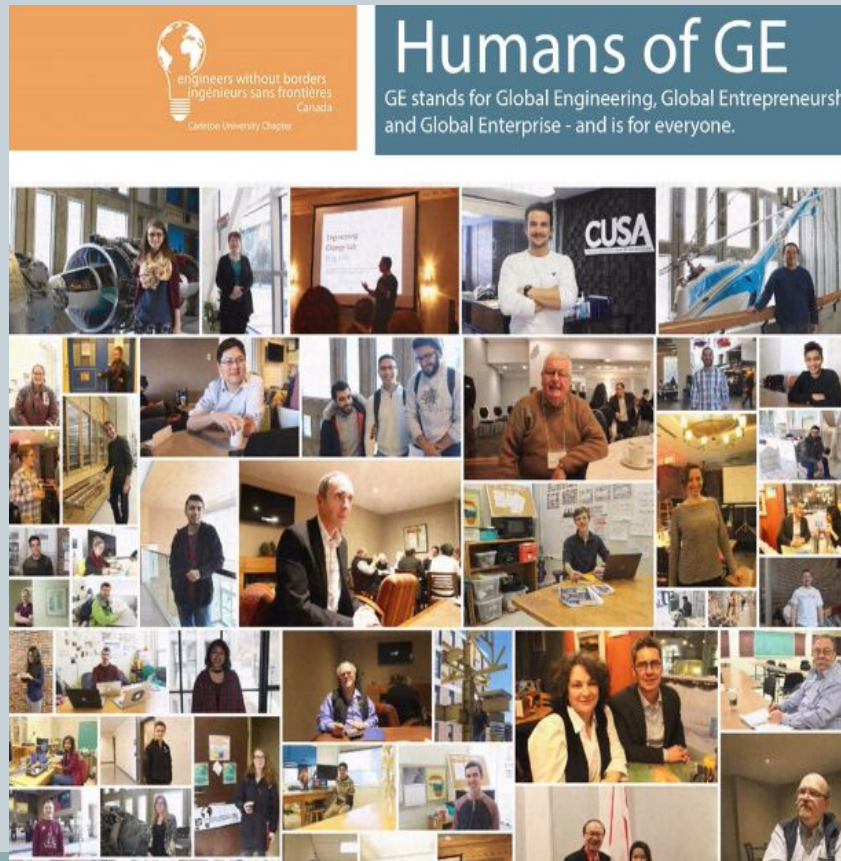
- Water for the World (W4TW), March 20th-24th
- By partnering with the Toronto Public Library & the EWB Toronto Pro Chapter, W4TW aims to educate students about clean water access issues around the globe.
- Now in its second decade, W4TW workshops will reach hundreds of students in the GTA & across Canada



Our Partners: EWB



- Humans of Global Engineering now in its second year



Participating EWB Chapters

- Toronto Professional Chapter
- McMaster
- Western
- U of Ottawa
- Queen's
- Carleton
- Waterloo
- Ryerson



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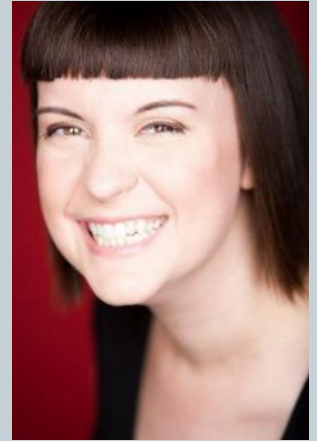
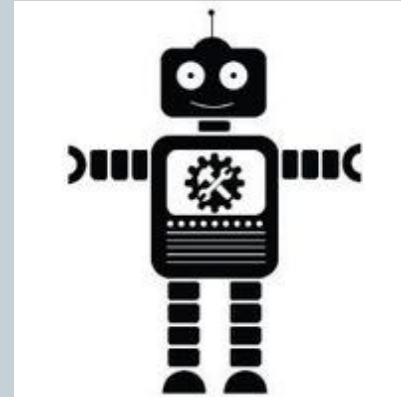
EWB-ISF uOttawa
@uOttawaEWB

[Follow](#)

Here's the team that made #EWB Design4Change 2016 happen. Thanks for all the hard work and hilarity! #NEM2016

Other event organizers

- University of Waterloo EngSoc
- Mohawk College
- Guelph WISE
- ASME
- Storystar
- Engspire
- HIVE Waterloo Region
- GoCODEGirl



... and many more outstanding organizations!

'Other' NEM events






19


EDUARDO
SYSTEMS ENGINEER

As a systems engineer, Eduardo turns ideas like how to get water from the lake to your tap or move people through a hospital into real systems.

SUPER POWER Efficiency

TOOLS  

 **Engspire**
@EngspireKids




Tracy Becker, Assistant Professor of Civil Engineering

 **McMaster Engineering**
@McMasterEng



Meet our world changers: Tracy protects buildings in earthquakes #NEM2016 #ThinkEngineering
eng.mcmaster.ca/think/infrastr...
9:00 AM - 17 Mar 2016






Western Society for Civil Engineering
Idea Exchange

Innovation at its Best
The Wave*
Wednesday, March 16, 2016 | 6-8PM**

Join us for an evening of presentations from:
Dr. Ashraf El-Damatty
Dr. Ahmed Hamada
Dr. Horia Hangan
Dr. Moncef Nehali
Tarck Rashwan (PhD Candidate)
Rebecca Solinger (MSc Candidate)



*FREE attendance
**FREE attendance

NEM 2017: Innovation Funding



- Enables organizations to design & implement new events & activities for NEM 2017
- New this year:
 - Dream Big: Engineering Our World is a first of its kind film for IMAX that will transform how we think about engineering. (IMAX)
 - 1UPToronto, a youth urban leaders design jam that will have youth exploring Toronto issues. (Ryerson University)

The IMAX logo is displayed in a bold, blue, sans-serif font. Below the main text, the phrase "— IS BELIEVING™ —" is written in a smaller, lighter blue font, flanked by horizontal lines.

IMAX
— IS BELIEVING™ —

The 1UP Toronto logo features the word "1UP" in a large, white, stylized font. A small silhouette of the CN Tower is integrated into the vertical stroke of the "1". Above the "UP" part, the tagline "your impact." is written in white text on an orange diagonal banner. Below the "1UP" text, the word "TORONTO" is written in a white, sans-serif font, and at the very bottom, the words "CHANGE" and "LIFE" are partially visible in a smaller font.

1UP your impact.
TORONTO
CHANGE
LIFE

NEM 2017: Innovation Funding



- Enables organizations to design & implement new events & activities for NEM 2017
- New this year:
 - NxtEng's IdeasHack will be an opportunity for students to design something that is going to change the world. (NxtEng Canada)
 - Mini-Maker Faire: Fair will have participants conduct hands-on activities, discover new technologies and learn all about STEM. (Robert Hopkins Public School)
 - Dream about Tomorrow, Bring it to the Present: A brand new event of engineering and technology live storytelling!



NXTENG CANADA
the next generation of global
leaders in engineering



NEM in the Media



All **News** Images Shopping Videos More Settings Tools

About 3,400,000 results (0.32 seconds)

Engineers Canada kicks off **National Engineering Month 2017**

Canada NewsWire (press release) - 8 hours ago

Français. OTTAWA, Feb. 28, **2017** /CNW/ - Engineers Canada is proud to once again present March as **National Engineering Month**. The next 31 days will see ...



Old south techology challenge **2017** march 2

London Free Press - Feb 27, 2017

You can see the event posted on the **National Engineering Month** event listings at National Enginnering Month site Look in Events listings ...



Lion's Roar - Feb. 24

The Western Star - 22 hours ago

Lily was selected as the **2017** Winter Carnival Leifling. The **National** Geosciences and **Engineering Month** Bridge Building Competition is ...

Send us your NEM stories & event writeups at nemontario@ewb.ca
OR post them online at #NEM2017

At the heart of NEM 2017



- Our volunteers - making great things happen!
- NEM 2017 would not be possible without the immense support that our volunteers provide!

**Thank You and we wish you all a
Happy NEM 2017!**



Have a great National Engineering Month



Thank you for attending!

@nemontario #NEM2017
#aPlaceForYou

nemontario.ca



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