

# PLAN YOUR EVENT

To begin planning your NEM event, think about what audiences you'd like to reach, what are their goals, what would they be interested in. The chart below will help you to generate some ideas. Examples of past NEM events are provided on the following page.

## WHO IS YOUR TARGET AUDIENCE?

Participants experience engineering and technology in their daily lives but they do not know much about these as professional fields. They may not see how engineering and technology connects to their day-to-day lives or how they see themselves.

## WHAT IS THE PURPOSE?

These events are all about building participants' curiosity about engineering and technology and getting them excited about opportunities in these fields. Your goal is to show that anyone can realize their interests, creativity and passion in engineering and technology professions.

## TYPES OF EVENTS

- Speaker series
- Beginner building workshop
- Information fair
- Movie night
- Guided tour
- Scavenger hunt
- Symposium

### EXPOSURE

Participants have some familiarity with engineering and technology through school, educational and community programs, or a personal interest. They are interested in gaining access to more opportunities in these fields but may not know how to go about doing that.

These events aim to broaden the participants' perspectives of different career pathways in engineering and technology. They provide opportunities for participants to engage with contemporary challenges that they care about, and help to build connections between young people and professionals.

- Intermediate building workshop
- Hackathon
- Problem solving challenge
- Career fair
- Networking event

### INTEGRATION

Participants have recently started to work in engineering and technology. They are interested in expanding their networks, learning from others in their field, and growing as professionals.

These events create opportunities for participants to collaborate with other professionals on addressing contemporary challenges; to develop new insights that can be applied to their work or careers; and to build new connections.

- Advanced building workshop
- Design competition
- Hackathon
- Networking event
- Professional speed-dating

### TRANSFORMATION

# EVENT EXAMPLES

## EXPOSURE

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### Speaker Series, Workshop & Tour

A St. Lawrence College student organized a speaker series for the female students of a local High School. The event was aimed to break the stereotypes of women in engineering and to inform young girls of the many opportunities engineering can offer them. The girls participated in a simple and informative competition to build either a building or a robot out of blocks. They then had a lunch and Q&A with two female, third year students from the instrumentation program, followed by a tour which included views and information on the civil, soil, mechanical, electrical and wind turbine labs.

### Symposium

In the spirit of innovation and community, two University of Windsor students gathered a handful of leaders in the Windsor-Essex community to share their stories on how they chose engineering. "We wanted to show people that engineering is not just designing bridges and fast cars, but solving the problems of the world."

## INTEGRATION

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### Career Showcase & Networking Event

Students from Western University brought industry experts and guest speakers to talk about their career paths and experiences working in engineering. Speakers discussed the far-reaching impact of their work, how they view opportunities and challenges in the industry, and the need for multidisciplinary insights. The event ended with a networking opportunity where students were able to connect with the speakers.

### Problem Solving Competition

Students from Western University partnered with Engineers Without Borders to host a day-long case competition where participants worked in teams of 10 to discuss the role engineers play in global affairs and formulated an innovative engineering solution to the issue of women's education.

## TRANSFORMATION

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### Design Competition

Engineers Without Borders in collaboration with Western University hosted a K'Nex Design Competition where contestants designed and built a prototype using K'Nex sets. Designers had to take into consideration their materials, where they were sourced from, and how much that will affect the total cost of the product. The goal was to teach participants how to utilize a framework that takes environmental and societal impact as a metric of success, in addition to the conventional measure of financial profits.

### Robotics Workshop & Hackathon

George Brown and OACETT teamed up to organize a full-day intro to robotics and hardware hacking event. The event featured an introduction to hardware hacking by an industry professional, catered lunch, group hacking, and show and tell.