

CAETS Communication Prizes 2022

Communication Plan

ATTACHMENT A

Aim

The aim of this plan is to outline the key elements of promoting and marketing the inaugural CAETS Communication Prizes.

Background

The CAETS Communications Committee helps member academies to improve how they communicate policy, educational initiatives and the importance of engineering and technological sciences in society. The committee recognised that one of the barriers to achieving this aim is the ability of engineers and technologists to communicate clearly and effectively with a general audience.

The Committee proposed Communication Prizes as a means of improving general awareness of the important role that engineering plays in societies across the world. Submission for the prizes is a short video that can be used on digital platforms and social media, to explain the societal importance of technological breakthroughs and engineering successes. The aim of the videos is to:

1. Inspire students to follow careers in engineering and the technological sciences
2. Educate the general public on the impact that engineering and the technological sciences have in their lives and future.

There are two categories for the CAETS Communication Prizes:

Category 1: Engineering Success Stories

Open to Fellows/members of CAETS' member academies.

The video will outline a problem, applied solution and successful outcome either economically or in public service.

Category 2: High Potential Innovations

Open to tertiary education students and junior scientists/engineers with less than 10 years' work experience (with allowances for career breaks).

The video will outline a problem and an evidence-based solution that can be proven over time.

Videos must be no longer than five minutes. Submissions can be made in any language with English subtitles. Each member academy is to submit no more than two videos (one for each category) except where they are submitting entries from different genders. In this instance, a member academy may submit one male and one female entrant video for both categories.

Each member academy is also to produce a communication plan on how they are going to promote the CAETS Communication Prizes.

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Target audiences

The target audiences for promoting the CAETS Communication Prizes are country-specific, yet should include:

- Academy Fellowship/membership
- Universities/tertiary education institutions
- Technical and trade education institutions
- Research centres
- Industry bodies and peak associations
- Other academies
- Research and development organisations
- Industry and government organisations that invest in research and development, and commercialisation activities.

Key messages

1. The CAETS Communication Prizes showcase international excellence in engineering and the technological sciences in solving real-world problems.
2. Pursuing a career in engineering and the technological sciences enables you to make a positive impact on society.

Communication goal

To launch the inaugural CAETS Communication Prizes as a high-value international prize worthy of attracting funding/sponsorship in future years.

Communication objectives

1. For academies to raise awareness within their country of the CAETS Communication Prizes to relevant audiences.
2. To promote and generate submissions for Category 1 from within respective Academies' Fellowship/membership.
3. To promote and generate submissions for Category 2 with in-country audiences as listed above.

Channels and collateral

Suggested channels include traditional and social media, stakeholder networks, internal channels (i.e. newsletters), and mentions/promotion at seminars, presentations, symposia or conferences being attended by CAETS members, and potential advertising or advertorial.

While each Academy may use a number of channels that are specific to their respective country and audience, a range of generic materials will be provided that can be co-branded with CAETS and allow for English-language content to be replaced by in-country-specific language content (see Attachment B).

- One-page flier (template)
- Webpage banner (as a layered file)
- Entry kit including submission and registration documents
- Boilerplate for media releases
- Social media tiles and hashtag for socials
- Tagline

The primary location for hosting material, and accept submissions is the CAETS website (www.newcaets.org) with respective member academies to host promotional content on their websites, linking back to the CAETS website. The content hosted on the CAETS website will be in the English language.