



Meet the women making waves in STEM

Marketing and
PR Summary for IET
YWE 2023 Sponsors

The Young Woman Engineer of the Year Awards 2023

Celebrating the young women inspiring the future.

With thanks to our 2023 sponsors

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Introduction

This report outlines the key marketing and PR campaigns which have supported the IET Young Woman Engineer (YWE) of the Year Awards throughout 2023.

Our strategic objectives:

- promoting diversity in the workforce
- highlighting the current skills shortage in the UK

Key marketing messages:

- supporting and celebrating women engineers
- inspiring current and future women engineers
- recruitment opportunities with sponsor organisations
- challenging outdated stereotypes

Our EDI strategy

Here at the IET, equality, diversity and inclusion (EDI) are core to our values and beliefs. Together we're building an inclusive culture that inspires, engages and celebrates the diversity of our members, volunteers, colleagues and the wider engineering and technology community.



We know that the engineering and technology sectors are not as diverse and inclusive as they should be and as one of the largest Professional Engineering Institutions, we have a responsibility and an opportunity to change that. In the UK, there is a recruitment shortfall in our engineering profession and this coincides with the fact that only 16.5% of UK engineers are women. Our YWE Awards promote diversity in the workforce, celebrate talent in our sector and showcase amazing careers to future women engineers. ”

Ed Almond, Chief Executive and Secretary

Read the strategy online [here](#).



Key stats from YWE 2023



 **323**
applications

 **264**
physical live audience

 **571**
total views
[Watch it here](#)

2022 statistics

131 applications

265 physical audience

605 total views



PR overview

- We've had 42 pieces of coverage to date, from entry phase through to the winner's announcement.
- Highlights include a range of national, broadcast, regional and trade coverage, such as Heart Radio Norfolk, Essex TV, Bolton News, Lynn News, The Brentwood Gazette, Bristol Live and Liverpool Echo.

Media type	Items of coverage
National and/or broadcast	3
Online	14
Trade	5
Local/regional	20



Lynn News

heart



**The
Bolton News**

YWE campaign visuals



YWE email campaign

Emails to our wide member and customer audiences are some of the most successful routes to getting applications during the entry phase, and attendees to the YWE ceremony. 2023's campaign performed brilliantly, consistently stretching our reach further.

	Entry phase	Ceremony promotion and post-event phase	Overall results
Opens (of delivered)	39%	45%	45%
Clicks (of opened)	1.6%	1.6%	1.6%

Industry benchmarks:

Source: MailPro, 2023

Industry	Open rate	Click-through rate
Architecture and Construction	19.5%	2.9%
Manufacturing	19.8%	5.9%
Technology	19.7%	2.1%
Nonprofit	29.9%	3.3%
Professional Services	12.9%	1.1%

Over **211k**
 emails sent across
 our campaign

YWE campaign results – advertising

Our advertising spread further into the wider professional market this year, as well as leveraging strong existing publications and platforms across engineering and technology.



Across our various advertisers:

Print distribution
in excess of

250K 

Print and online
reach of over

5M 

YWE campaign results – social media

Throughout campaign (actual results)

Overall
impressions:



Over 1.8m

Overall engagements on
organic and paid posts:

67,843



Throughout campaign (actual results)

Channel	Total Engagement	Total Reach
X (@TheIET)	6,123	1.7m
Meta (Facebook and Instagram)	55,553	132,349
LinkedIn	6,167	342,195



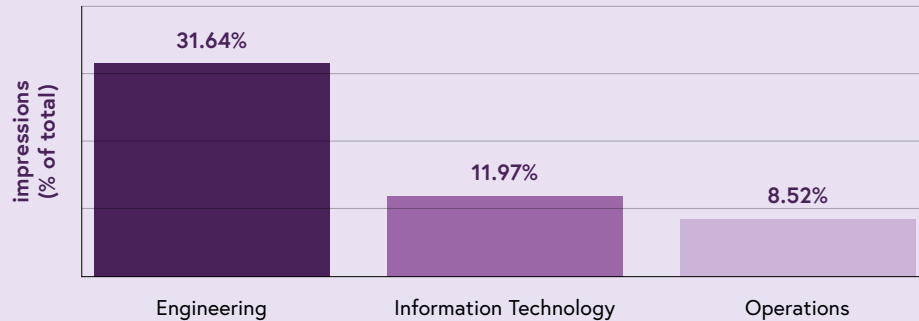
Potential daily engaged audience

937,128

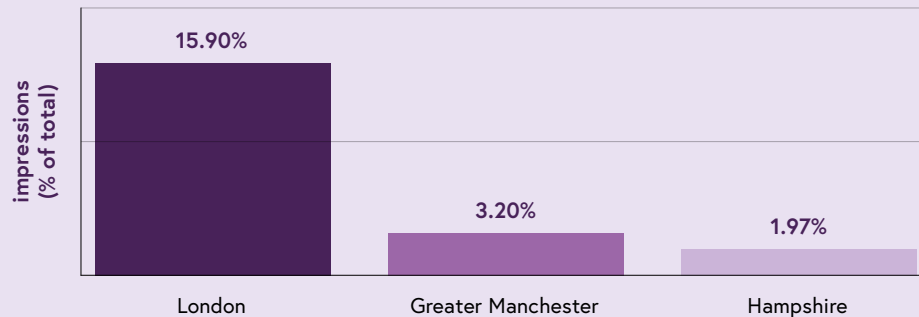
YWE campaign results – social media

LinkedIn: Totals for all 2023 paid campaigns

Top 3 job functions

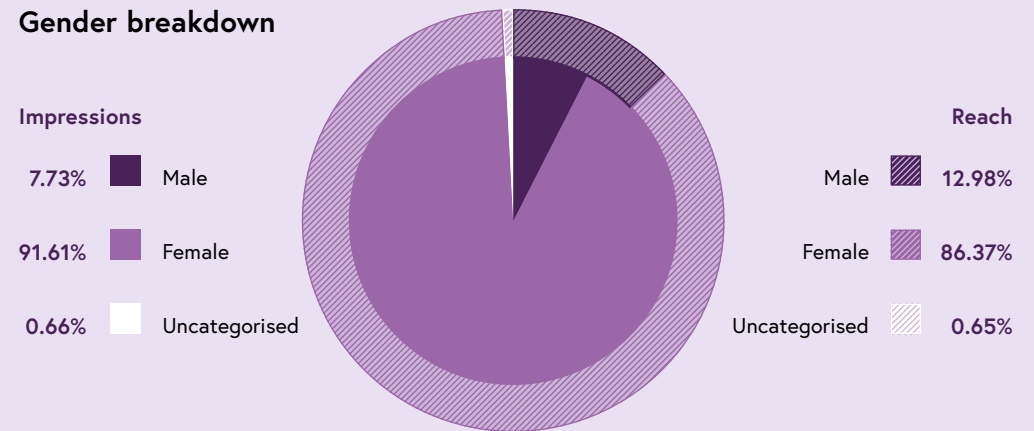


Top 3 counties

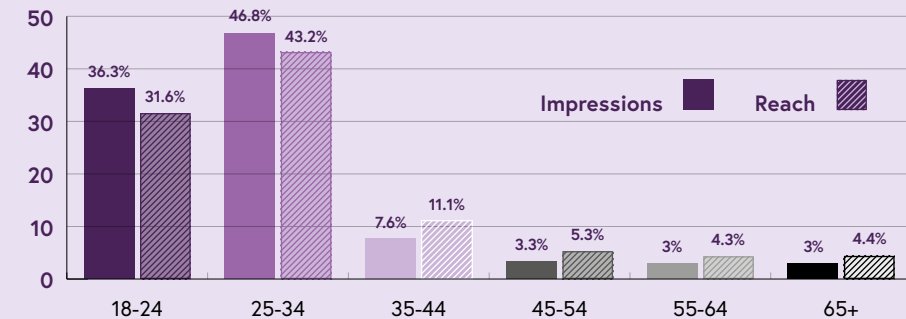


Meta: Totals for all 2023 paid campaigns

Gender breakdown



Age breakdown



Our 2023 YWE award winners

Our **IET Young Woman Engineer of the Year** was awarded to **Titi Oliyide**, Senior Process Safety Engineer at Supercritical Solutions. Titi provides technical process safety expertise for innovative hydrogen production technology to facilitate the energy transition, whilst contributing to the energy security strategy and the UK's net zero plan for 2030.

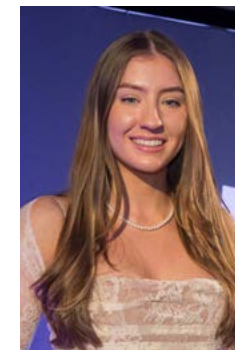
Our **IET Mary George Memorial Prize for Apprentices** was awarded to **Jade Kimpton**, an Apprentice Substation Engineer at National Grid. Jade repairs and replaces assets to ensure the electricity supply around the UK remains reliable.

The **Women's Engineering Society (WES) Prize** was awarded to **Zainab Adigun**, a Senior Structural Engineer at Pell Frischmann. Zainab is responsible for undertaking structural design and analysis, as well as coordinating, managing, delegating and implementing structural designs with a range of building requirements.

The winner of this year's **Gender Diversity Ambassador Award** was **Adrienne Houston**. In 2012, Adrienne established her company, Eurovacuum Products Ltd, following gender discrimination she experienced after becoming a mother. She vowed to not take this approach forward into her own business and committed instead to welcoming a diverse workforce and creating an inclusive culture.



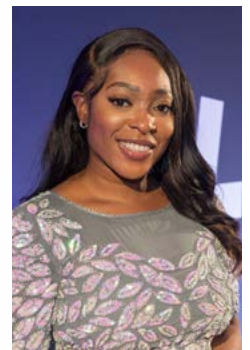
Titi Oliyide



Jade Kimpton



Adrienne Houston



Zainab Adigun

A year in the life of a YWE winner



The past year has been such an incredible journey. It all began with a 7.00am BBC radio interview the morning after the ceremony, and continued throughout the year with public engagement activities, and ongoing opportunities to influence the engineering profession. I've grown both as an engineer and as an individual.

I've gained a deeper understanding of the challenges in efforts to increase equality, diversity and inclusion in STEM, and I remain committed to working towards improving the representation and support available to all underrepresented individuals in STEM.

The highlight of my year was participating in REflect and attending the Faraday competition. Both of these events showcased the incredible efforts made by organisations and individuals to create early fun opportunities for young people, particularly those from underrepresented groups, to engage with STEM. Events like this are significant for me because I did not have these growing up. They address a crucial need in the STEM community.

“

Female role models in engineering play a vital role in empowering the next generation of women in STEM. By showcasing these accomplished women and sharing their inspiring stories, we provide aspiring engineers with tangible examples of success. Sometimes, all it takes for someone to embark on their own STEM journey is to see someone who looks like them and has achieved remarkable feats.

”

Read our full interview with 2022 winner, Ama Frimpong, [here](#).

Benefits of sponsoring YWE

Reinforce your association with the IET – the largest engineering membership organisation in Europe with over 155,000 members across 148 countries worldwide.

- Enhance your company and employer brand, profile and awareness within the engineering arena and particularly gender diversity and diversity recruitment
- Network, engage and build relationships with guests, finalists and other sponsors and enhance your relationship and reputation with the engineers of the future
- Actively recruit women engineers for current and future roles or positions



Thank you again for sponsoring the IET Young Woman Engineer of the Year Awards.

IET YWE Sponsorship Team

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Without your sponsorship, this
important campaign and awards
event would not happen.

Key dates for 2024

- Entries open again on Friday, 8 March 2024 (International Women's Day) and will close on Friday, 28 June 2024
- The shortlist will be announced on Ada Lovelace Day – Tuesday, 8 October 2024
- **Save the date!** Next year's ceremony will take place on Monday, 9 December 2024

