

# CAETS Communication Prize 2024



## Communication plan

### Aim

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

### Promoting the prize

Member Academies are encouraged to develop communication plans, respective to the requirements of their country's communication needs to raise awareness of the prize, encourage video submissions, and to celebrate their respective submission/s for the prize and subsequent winners.

A *Promotion Kit* forms part of this document and has been developed with assets to use and share. Assets are available upon request.

### 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.

### Engineering Innovation Stories

Open to all. The winning entry will have clearly communicated the successful identification of and solution for a problem, with the outcome being of benefit to the economy or society, either nationally or internationally.

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 one video, except where they are submitting entries from different genders.

### 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 Prize showcases 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 position the CAETS Communication Prize 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 Prize to relevant audiences.
2. To promote and generate submissions from within 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 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.

# CAETS Communication Prize 2024



## Promotion

### Assets

Several assets have been designed to create a cohesive look and feel to promote the prize. The finished jpgs may be downloaded from the CAETS website or upon request the original InDesign files can be provided. The font for the headline text is a free Google font: Montserrat. The secondary font is a free Google font: Merriweather.

### Tagline

Seeking global champions in engineering and technology.

### Media release introduction

CAETS is an independent non-political, non-governmental, international organisation of engineering and technological sciences Academies that advises governments and international organisations on technical and policy issues related to its areas of expertise. It aims to foster a balanced understanding of the applications of engineering and technology by the public and provide an international forum for discussion.

**Campaign image** — Royalty free iStock image.



### Tags and hastag

Please tag organisations relevant to your own countries promotion of the prizes and use the hashtag #CAETSPrizes

# CAETS Communication Prize 2024 Promotion

---

## Twitter and LinkedIn posts



# CAETS Communication Prize 2024 Promotion

---

Facebook / Instagram — 800px x 800px



**CAETS**  
**Communication**  
**Prize** 2024  
Promotion

---

**Other assets**

Image — 1920px x 1080px



# CAETS Communication Prize 2024 Promotion

---

## CAETS logo

High res logos are available.



---

## Assets

All social media assets are free to use.

Please contact the CAETS Secretariat  
Ruth David  
[ruth.a.david@outlook.com](mailto:ruth.a.david@outlook.com)