



**You** can  
inspire the **next**  
**generation** of rail

**RAILWEEK**

**8 - 14 OCT 2018**

Be part of Rail Week this year!



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into rail



## Rail Week Supporters Guide

### Welcome to Rail Week

#### What is Rail Week?

Rail Week is a pan-industry collaborative effort aimed at bridging the rail sector's looming skills gap and inspiring the next generation of rail professionals. The week of rail-related activity will include a plethora of events, visits and talks to promote careers in our great industry to the public, in particular to students at schools, colleges and universities across the UK.

In 2018, Rail Week will be supporting the Government's campaign - 2018 Year of Engineering and will align our theme to support some of the campaign's core themes throughout the year. Rail Week invites all rail organisations and stakeholders across the rail industry to come together and show how Rail and Engineering shapes our future.

#### Rail Week 2018 Theme

We've chosen **Engineering - Shaping the Future**, in line with the Year of Engineering core theme in October.

Rail projects across the UK and around the world are shaping the future of the way people travel. Railways are catalyst for social and economic growth. Rail provides a wide range of careers, from engineering, architecture and construction to operations, legal and design. More and more, railways are becoming modern, technologically advanced and highly sustainable.

Rail Week invites you to showcase your engineering projects (big or small, completed or ongoing, internal or external) and promote all the careers it involves!

#### Target Audience

Rail Week aims to attract the next generation of young people into rail careers. We are targeting school students and young people in colleges and universities primarily. Parents and Teachers are a key influencer of young people's career choices, along with careers advisors too, so opportunities to engage this audience group through Rail Week events are also very much welcomed.



## Promote Rail Week & Rail Careers

Make lots of noise throughout 2018 about rail careers, rail projects and how rail is shaping our future!

### Case Studies & Videos

Share with us your case studies and videos and we will promote it on the Rail Week website and social media. Rail Week is compiling a top 10 list of rail engineering projects and we want to feature yours.

### Station posters, local newspapers, train wraps

Get creative! Promote Rail Week, your projects and your staff on office notice boards, station posters and station screens; get an article in the local community newspapers or mum's magazines; or sponsor a train wrap!

### Get trending social media

Tag Rail Week on social media with **@railweek**, retweet our posts and help us get trending with these hastags **#Railweek #YoE #CareersinRail #PeopleinRail #MoreThanOrange**

## Supporters Resource

We have a bank of resources to help you make your event a success:



Rail Week Logo and marketing assets



Generic introduction to rail



Activity packs for classrooms or supplement your events



Photos from our gallery



## Host Events or Site Visits

Rail Week events are opportunities to showcase Rail Careers within your organisation. They need to be suitable for people with no experience of rail so technical terminology and acronyms should be explained fully.

You can host as many events as you like throughout the week or even outside the Rail Week dates if it suits your organisation. You can find some examples of past events on our website for ideas and inspiration (<https://www.railweek.com/past-events/>).

### Presentations

Showcase your engineering projects or your organisation's involvement in engineering projects by visiting your local schools or STEM clubs and give a presentation. You can also link the project to classroom curriculum as this helps the students understand better how science and maths is applied in the real world.

### Depot Visits & Facility Tours

Depot visits and facility or factory tours are very popular with classroom groups and parents taking their young children. We encourage organisers to highlight how rail is a modern industry with technology advancements and modernisation to old depot facilities and process, new rolling stock and rolling stock upgrades.

### Open days

Open days are a great way to get many staff in the company involved. Each department can play a part in the event and provide a broader view of jobs in a rail organisation or project to students, parents and teachers.

## Partnering

Consider partnering with other institutions or companies in your region who've pledged to support Rail Week. A full list can be found at <http://www.railweek.com/collaborators/>

## Adding events to the Rail Week website

To help us track engagement during Rail Week, we ask that all events are to be submitted to the Rail Week website, whether or not you are taking bookings through the website (<http://www.railweek.com/events/submit-an-event/>).





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## Contact Us

For a Rail Week website account or any other enquiries, please contact us at [hello@railweek.com](mailto:hello@railweek.com)

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