Top 10 Tips for using Near You for promotion

1. **Remember that people read differently online**
   Research shows that people increasingly suffer from short attention spans when searching for information online. Use short, concise sentences, relevant sub-headings and short paragraphs which can be scanned easily.

2. **Make use of extra types of content**
   Images can explain what events are about very easily. Upload photos or presentations from past events, or create a Gallery page.

3. **Display links to your social media pages and to other Institutions your committee works with**

4. **Keep information current and consistent**
   For instance, make sure your pages don’t refer to ‘our upcoming Annual Dinner in June 2011’. These are easy errors to miss, but they make the pages seem out of date and less professional.

5. **Make sure all committee contacts have the correct contact details**
   And are you sure that all committee members listed know that members may try to contact them?

6. **Outline key industries and activities in your area or region and keep the homepage information generic**
   Another way to ensure your pages are relevant for longer. Tweak the text once or twice a year and outline what types of events you run, what the main industries are and so on.

7. **Enable people to register for your events via a link – and put it in your email adverts**

8. **Create more pages for different topics**
   Rather than putting lots of information on the same page, just create more pages. Don’t be afraid to remove pages that have lost relevance, if the event or project they describe is over.

9. **Use descriptive hyperlinks, not ‘click here’**
   Make it clear what will someone get or do by clicking on a link. ‘Like our Facebook page’ ‘See our events programme for 2012-13’ ‘Download our latest newsletter’ etc.

10. **Contact regions@imeche.org if you have any queries**
    We’re here to help and are happy to offer support at any time.
Example Near You pages

Welcome to the Italy Group

We have a membership base in Italy of over 250 members and affiliates.

The Italian branch committee was constituted on 2nd October 2010 and the first event was the residential visit in October 2010, with autonomous visits in the following years.

Our most recent event was a visit to the ASEA-Hevel plant in Brregnna. If interested in joining the next group event?

Want to know more about the Institution of Mechanical Engineers?

Get a question about engineering in Italy?

Get in touch with your local representative.

Current and Future Events

Site Visit to TEA Sistemi – a leading multiphase flow laboratory (Oil & Gas Industry) – Pisa

The event was on 23 June 2012 10:00 to 14:00

Event type: Technical Visit

Visit a leading multiphase flow laboratory where full-scale tests are performed and brought to the market.

This is a Oil, Gas and Chemical event.

http://nearyou.imeche.org/near-you/Italy

Welcome to the Midland Region

Supporting nearly 7,500 members throughout the Midland area from Shrewsbury to Warwick and Worcestershire to Staffordshire, the Region promotes the Institution and mechanical engineering in general.

The Regional Committee consists of 3 Young Member Panels active within the Region into smaller and run a wide range of activities including company talks, social events – normally with an engineering theme – technical social and networking, and membership training. Follow the links on the left to find the latest information on what is available in your area.

Additionally, we have close links with the Engineering Foundation, MAS West Midlands and STEMPF and we are keen to promote engineering wherever we possibly can.

The committees are always eager to hear from members on how we can better serve your needs, so if you have any comments or suggestions – either no events or any other aspect of blended activity in the region – please contact us. Similarly, we are keen to increase our volunteer network and if you are able to help in the running of a local area committee – or in any other way – please also send us an email.

I look forward to hearing from you!

John Butler
Chairman
j.butler@imeche.org

Current and Future Events

Speak Out for Engineering Competition

Knebworth Theatre (SP), 23 June 2012 19:00 to 22:00

Event type: Competition Event

Speak Out for Engineering Competition giving any young engineer the chance to practice their presentation skills and potentially win £100 for talking about something they love.

This is a Non Industry Specific event.

http://nearyou.imeche.org/near-you/UK/Midland
Welcome to the Bath and Bristol Young Members’ Panel

We look after the needs of local young members in Bath, Bristol and surrounding areas through events such as lectures, training days and laser/curry nights.

Who Are We?
We’re basically a group of young engineers who are working towards professional registration or have recently achieved it and are interested in promoting engineering to the wider community.

We typically organise events, lectures and visits for other young engineers that are of an engineering theme but are also entertaining and interesting. We also actively promote the engineering profession to school age children through activities such as Bloodhound and school visits, to try and inspire the next generation of engineers.

Check out the links on the side for past and future events that we have been or will be holding to get a flavour of what we do. If you think you may be interested in an event, sign up and get involved! If there is nothing here that takes your fancy but you would like us to consider putting on something specific then please contact us.

Thomas Francis
Chairman

Facebook

We also have an active Facebook page with over 130 users that can be found here. We’ll post all our events here (and we also post on the Forum). You members of this site and the Institution will also posts updates from us.

It’s a really useful way of being alerted to what’s going on. Like can tell #2 come up on your Facebook feed, so check it out and do “Like” to start receiving the notifications, if you are interested. You can also use it as a place to start discussions, or ask for help!

Get Involved!

If you are interested in joining the Committee and helping out, or you just want more information then have a look at this page. We can usually always accommodate new people onto the Committee if you have the right attitude and are willing to give it!

Please feel free to ask questions to any of the Committee (see contacts page) or come along to the next meeting for a little taster! There is also always a member of the Committee at every event we run so you can just ask if you come along too.

Your Institution needs you!

The Western region is looking to recruit new committee members for both the regional and young member panels.

Find out more

Current and Future Events

Bath and Bristol Young Members Panel Committee Meeting

The BBQ on the Downs | 13 June 2012 | 19.30 to 22.00

Event type: Committee Meeting

Come along to the Bath and Bristol Young Members committee meeting to find out more about what we do in the area and get involved in organising events for young engineers.

This is a Non Industry Specific event.

http://nearyou.imeche.org/near-you/UK/Western/bath-bristol-young-member-panel