

Member Webinar

4th March 2026, 12:00-13:00

Visibility and recognition: getting your profile and work noticed through awards



Agenda



1 Welcome	12:00	5 mins
2 Visibility and Recognition: Getting your profile and work noticed	12:05	20 mins
3 What's coming up at WES	12:25	10 mins
4 Questions and close	12:35	10 mins



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**Visibility and
Recognition:**
Getting your profile
and work noticed

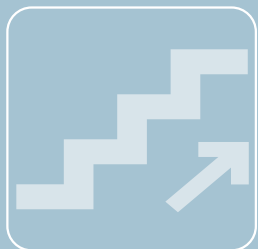


Awards matter because they can influence career success



Recognition gap

Women receive fewer STEM awards even with equal productivity¹



Career impact

Awards correlate with progression, leadership roles, and grant success²



Visibility effect

Visibility reduces stereotype threat and improves retention³

What this means for you

- ✓ Awards increase visibility and accelerate promotion
- ✓ They create proof points that influence employers, funders, and boards
- ✓ They counteract structural biases and strengthen your leadership trajectory

Career development question:

“Where could recognition strengthen my next step, and which achievements should I start capturing now?”

¹ Lincoln, A. E., et al. (2012). *The Matilda Effect in Science Awards*. Proceedings of the National Academy of Sciences (PNAS). <https://www.pnas.org/doi/10.1073/pnas.1211286109>

² <https://www.raeng.org.uk/publications/reports>

³ Cheryan, S., et al. (2017). *Why Are Some STEM Fields More Gender Balanced Than Others?* Psychological Bulletin.

Understanding the Awards Landscape is important to ensure you use it to guide your own career planning



Align your strengths and your career goals with the right category

Technical & Research	Innovation & Entrepreneurship	Leadership & Influence	Early Career	Sector Specific
<ul style="list-style-type: none">• WES Registration Journey Awards• RAEng Silver Medals• IMechE Awards• IET Achievement Medals• Royal Society medals	<ul style="list-style-type: none">• MacRobert Award (team)• Innovate UK Women in Innovation• Everywoman in Technology Awards• Tech Nation Rising Stars (sector-specific)• Barclays Entrepreneur Awards	<ul style="list-style-type: none">• WES Top 50 Women in Engineering• Royal Society Rosalind Franklin Award• RAEng Ingenious Public Engagement Awards	<ul style="list-style-type: none">• Engineers Trust Young Engineer• IET Young Woman Engineer of the Year	<ul style="list-style-type: none">• Energy Institute Awards• IChemE Global Awards• RICS• ICE

Career development question:

“Which award category best aligns with my strengths and the next step in my career?”

Being clear on what judges look for makes it much easier to write nominations that are more likely to succeed



Focus on evidence that matters

- Impact clarity is the strongest predictor of success¹
- Women often undersell achievements; strong, active language improves outcomes²

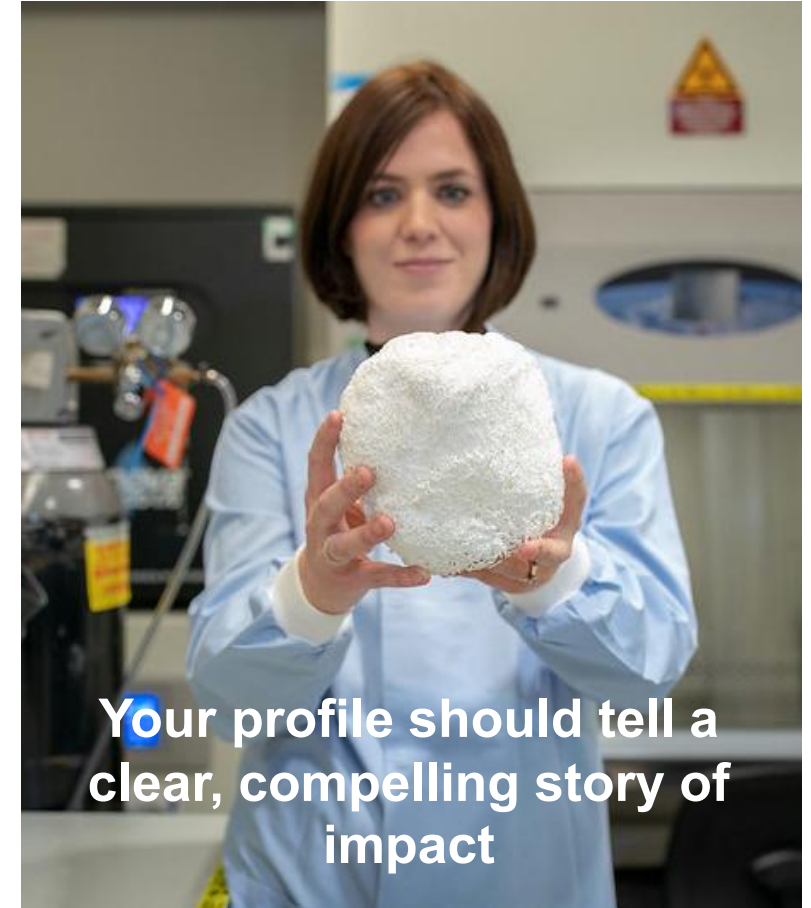
Career development question:

“Which of these criteria is already a strength and which one could I develop further this year?”

Awards are won long before the nomination is written, so start building your award-ready profile now

Build your evidence continuously

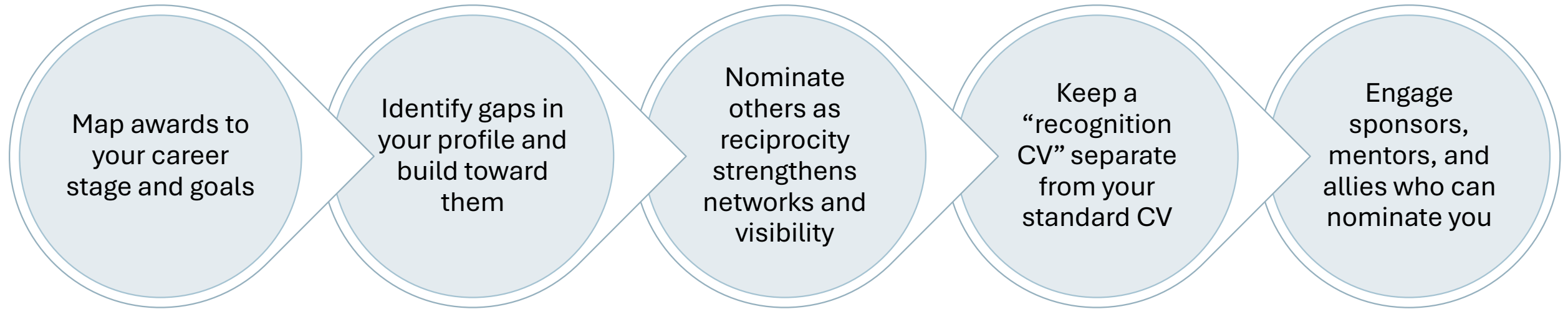
- ✓ **Track achievements monthly.**
Capture impact metrics, leadership examples, testimonials.
- ✓ **Build quantifiable outcomes.**
Be specific, for example, “increased efficiency by 30%”, “mentored 25 early-career engineers”.
- ✓ **Seek visible roles.**
Committees, panels, conference talks, media commentary.
- ✓ **Document inclusivity contributions.**
Inclusive leadership is a sought-after capability for strong teams.
- ✓ **Develop your narrative.**
Be clear on “What am I known for?”



Career development question:

“What evidence can I start collecting this month that will strengthen my future nominations?”

And building a long-term awards strategy bakes it into your career development plan



A winning nomination reads like a story not a CV



Combine profile information you have developed into interview techniques that you have already used

- ✓ **Use the STAR method** (Situation, Task, Action, Result) for impact statements.
- ✓ **Lead with the headline:** “What is exceptional about this person?”
- ✓ **Use strong verbs:** led, delivered, transformed, pioneered, accelerated.
- ✓ **Include data:** numbers, scale, reach, outcomes.
- ✓ **Provide third-party validation:** quotes, testimonials, external recognition.
- ✓ **Align explicitly with the award criteria.**

ALWAYS include evidence

Award panels report that 70% of unsuccessful nominations fail due to weak articulation, not weak candidates

Make sure you do due diligence around which awards you enter



- **Pay-to-enter.** Low-credibility awards requiring entry fees
- **Pay-to-claim.** Must buy tickets find out if you have won
- **Opaque judging,** No clear criteria or unnamed panels
- **Guaranteed shortlisting.** Especially after payment
- **Over-claiming.** Inflating achievements damages credibility



- **Look for recognised** professional bodies, national academies, or reputable industry organisations.
- **Check past winners** — are they respected in the field?
- **Review judging criteria** and panel transparency.

Not all awards are equal; some are commercially motivated

Credibility matters for your reputation and your career narrative

Serial LinkedIn winner posts weaken the Kudos

Career development question:

“Would winning this award strengthen my credibility or undermine it?”

Last year WES reviewed the ROI of its own awards to assess the value our own work was having



“The Karen Burt Award is a powerful affirmation of excellence and potential. Each year, it shines a spotlight on a newly Chartered woman engineer whose achievements inspire the profession and elevate the visibility of women in engineering. At the Engineering Council, we value this award as vector of progress toward inclusion across all the PEIs.”

Katy Turf, Engineering Council



“Achieving Chartership is a mark of professional excellence, and the ICE is proud that so many of our members have been recognised through the Karen Burt Award. This award supports our commitment to raising standards, supporting diversity, and ensuring that the profession reflects the society it serves.”

Jo Horton, Chief Membership Officer, ICE

See how the learnings from the Karen Burt Alumnae might influence your career

[Karen Burt Memorial Award - Women's Engineering Society](#)

A reminder that our WE50 Awards are now open for nominations



“Visibility is not a luxury for women in engineering - it is a catalyst for change.”

Awards are about visibility, influence, and opening doors for others.

When women win awards, the whole profession benefits: more role models, more innovation, more equity.

Nominations close **27 March**

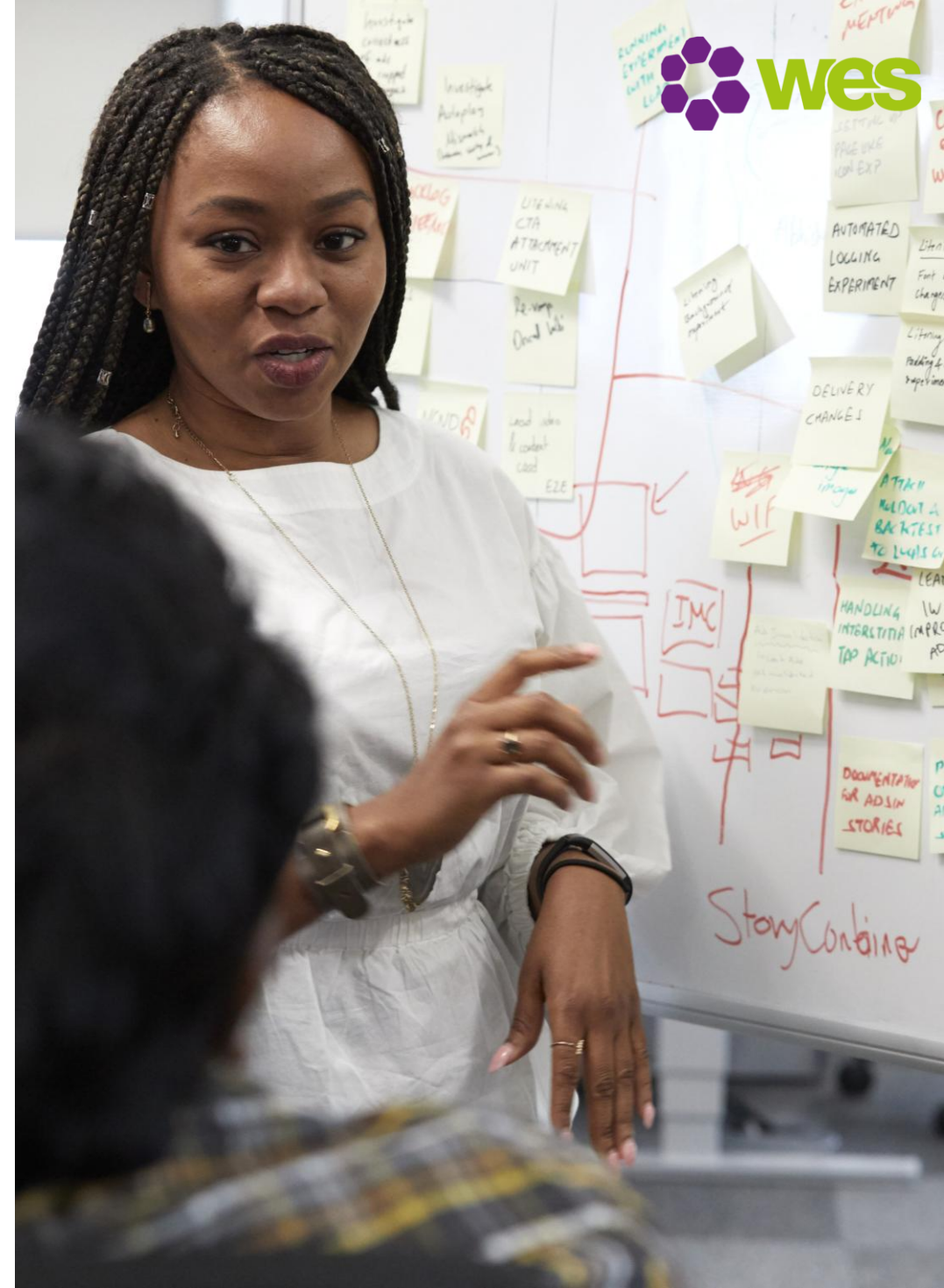
Nominate via the website:

[WE50 Awards - Women's Engineering Society](https://www.wes.org.uk/we50-awards)

A promotional graphic for the WE50 Awards 2026. The background is a photograph of a woman in a blue lab coat, wearing a white face mask and yellow safety goggles, working in a laboratory. She is holding a pipette and looking at a small vial. The graphic has a purple border. In the top left corner, there is a green banner with the WE50 Awards logo (a gear with a ribbon) and the text 'WE50 Awards'. In the top right corner, there is a purple banner with the text 'INTERNATIONAL WOMEN IN ENGINEERING DAY' and '23 JUNE 2026'. At the bottom, the text 'WE50 2026' is written in large white letters, followed by 'Nominate Now' in green. At the very bottom, the hashtags '#INWED26 #EngineeringIntelligence' are written in green, and 'Brought to you by the Women's Engineering Society' is written in white.

Strategic Planning

Member opportunities for engagement in the year ahead




There is something to connect to all year through as a member



		DEVELOP	LEAD	INFLUENCE				
JAN - MAR	Apprentice Days	●	●	●	volunteering	mentoring	webinars	The Journal, Podcast, Newsletters
	Launch of WE50		●	●				
APR-JUN	Annual Conference	●	●	●				
	INWED	●	●	●				
	WE50 Awards		●	●				
JUL-SEP	WES Awards open		●	●				
	Board and Shadow Board Elections	●	●	●				
OCT-DEC	Careers Fairs	●	●	●				
	Caroline Haslett Lecture & WES Awards	●	●	●				

Thank you to all the Apprentices who came along to the Apprentice Day





WES Apprentice Day 2026
Inspire. Upskill. Accelerate.

A free, full-day development experience for women in engineering apprenticeships.

Dunstable – 12 February (during National Apprenticeship Week)
Dunfermline – 5 March (during Scottish Apprenticeship Week)





Photo Credit: Royal Academy of Engineering

Why this day matters

Women apprentices are shaping the future of engineering — yet they often navigate unique challenges around visibility, confidence, inclusion and progression. WES Apprentice Day creates a space designed specifically to support, empower and accelerate women at the very start of their engineering careers.

This is where women apprentices can:

- build skills in an environment designed for them
- connect with peers who share similar experiences
- gain tools to navigate male-dominated environments with confidence
- see role models who reflect their future
- feel part of a national community of women in engineering



For employers, it's a powerful way to invest in your female talent pipeline and demonstrate commitment to inclusion and retention.

What makes this event stand out

Skills that build careers	Leadership confidence, communication, assessment readiness and career planning — all tailored to the realities women apprentices face.
A supportive, inclusive community	A space where women apprentices can speak openly, share experiences and build networks that last.
Wellbeing and belonging	Workshops focused on resilience, boundaries, and thriving in environments where they may be the “only one in the room”.
Real engineering, up close	A hands-on technical experience, including a behind-the-scenes robotics tour with Amazon RME — a rare look at advanced automation in action.

A boost for employers

- Strengthen retention and confidence
- Support apprentices' wellbeing and progression
- Provide high-quality CPD without internal resource
- Demonstrate visible commitment to women in engineering

Dates and locations

- **12 February – Amazon, Boscombe Road, Dunstable, LU5 4GB**
Aligned with National Apprenticeship Week
- **5 March – Amazon, Dunfermline East Business Park, Dunfermline KY11 8ST**
Aligned with Scottish Apprenticeship Week

Register Your Interest

WES Partners:
<https://www.tickettailor.com/events/womensengineeringsociety/1994183>

WES Supporters:

Email events@wes.org.uk to receive full details and booking information.

Huge thank you to Amazon RME and the team there.

Get in touch with feedback

events@wes.org.uk

A reminder that our Annual Conference 2026 is now open for booking

Tickets are now available on our website



2025 was SOLD OUT

[Buy tickets from the website](#)




We will be in Scotland and Merseyside in the coming weeks



Merseyside & NW Cluster Event 2026

9th March 2026 Time: 4:30-6:00pm – Liverpool John Moores University



Why this event matters

Merseyside has a rich engineering heritage and a fast-growing future in advanced manufacturing, maritime innovation, construction, energy and the built environment. Women are contributing to that transformation every day—across industry, academia and emerging technologies.


This WES Merseyside Cluster event brings together local members, students, universities and employers to celebrate progress and to explore new opportunities across the region. It's a space where women in engineering can:

- ✓ build meaningful local networks
- ✓ hear from inspiring women shaping engineering
- ✓ connect with mechanical, electrical and software engineering
- ✓ explore pathways for upskilling, reskilling and career progression
- ✓ spark collaboration between students, graduates and professionals

What makes this event stand out

A celebration of engineering across Merseyside

From maritime engineering to the built environment, the landscape is diverse, ambitious and evolving together under one roof.



LIVERPOOL

9th March

Hosted by

Liverpool John Moore's University

WES Scotland Cluster Event 2026

Connect. Celebrate. Explore.

An evening of networking, inspiration and opportunity for women in engineering in the central belt of Scotland.

23 March – University of Edinburgh, King's Buildings



Why this event matters

Scotland's engineering community is thriving, and women are at the heart of innovation, research and industry transformation. This WES Scotland Cluster Event brings local members, universities and employers together to celebrate progress and to explore new connections and open doors to future opportunities.

It's a space where women in engineering can:

- ✓ build meaningful local networks
- ✓ meet WES0 winners shaping engineering in Scotland
- ✓ explore upskilling and reskilling pathways with leading universities
- ✓ connect with organisations driving innovation across the region
- ✓ celebrate the opening of the University of Edinburgh's new engineering building



EDINBURGH

23rd March

Hosted by

Edinburgh University and Dales Marine

25 March 2026

**ENGINEERING CHANGE:
SHAPING SCOTLAND'S STEM FUTURE**

25th March, 2026
10:00–13:00
Innovation Station
Robert Gordon University

ABOUT THIS EVENT

Engineering Change gathers industry, academia and the engineering community to launch WES Aberdeen and explore how Scotland can build a more diverse, future-focused STEM workforce. The morning features a national keynote, regional industry insights and a panel on pathways, progression and leadership, followed by practical roundtables where participants identify one action they can take to drive change. The event closes with the formal launch of the WES Aberdeen cluster and an invitation to join and shape Scotland's engineering future.

[✉ j.abolle-okoyeagu@rgu.ac.uk](mailto:j.abolle-okoyeagu@rgu.ac.uk)



ABERDEEN

25th March

Hosted by

Robert Gordon University

A reminder about our INWED26 Campaign



A reminder that we now have more details about our INWED campaign for 2026 –

If you would like your organisation to be involved, please get in touch

ceo@wes.org.uk

WES Partner Newsletter
29-10-2025

Before you scroll past...

This newsletter supports **maximising the value of your WES partnership**. You've already made the commitment to attract and retain women in engineering by partnering with WES, now make sure you're unlocking the full value to advance innovation, resilience and sectoral growth.

Missed the last Partner Webinar?
Catch up on the full detail and more via the [WES Partner Area](#)

Miss the upcoming Partner Webinars
We have been able to fit more in the topic and timing of some of those webinars

Legacy into inspiration	19 Nov 2025	Register
Preparation for 26-27	30 Dec 2025	Register
Engaging the INWED Campaign	23 Jan 2026	Register

Community Engagement Opportunities
Share the opportunities to shape what WES does within your organisation and get involved in our special interest groups (SIGs)

Industry Forum
Focused on inclusive safety across the sector and in partnership with the first priority is the new BS1 Standard on PPE (coming January 2026). You can be a part of this via the [Partner Forum website](#)
Contact susan.robbin@wes.org.uk

Climate Emergency SIG
Focused on embedding sustainability and resilience in engineering, this long-standing SIG at WES has a history of delivering impactful initiatives across our collective
Contact CEOChair@wes.org.uk

Education SIG
Focused around interests of those in research and academia, and how we can support women in engineering students and faculty
Contact susan.robbin@wes.org.uk

Maximising your Partner Value
Share the opportunities to shape what WES does within your organisation and get involved in our special interest groups (SIGs)

Use WES materials internally to maximise partnership value, particularly to make sure the opportunities reach the key decision-makers in your team who may want to leverage for strategic impact

We are looking for your input as we start our strategic review. Please let us know your thoughts for input into our strategy setting process through our [Partner Strategy survey](#)

Make sure your members are using their WES memberships. Contact Tina.Holland@wes.org.uk to find out how to ensure your teams are taking advantage of their membership

Use us to showcase your brand and work. Attract new talent and instil pride in your existing talent. Contact Susan.Robbin@wes.org.uk

[LinkedIn](#) [YouTube](#) [TikTok](#)

① Register for Member Webinars and Partner Webinars on the Partner Area of the Website

❑ Check email for the **Newsletter**

❑ Follow us on **LinkedIn**

❑ Slides and recordings: **Website Member Area**

❑ Listen to our **Early Careers Board** podcast

Questions and feedback – ask via zoom

Partner enquiries: partners@wes.org.uk

Events and awards enquiries: comms@wes.org.uk or events@wes.org.uk

Members enquiries: membership@wes.org.uk

Operational and job board enquiries: operations@wes.org.uk





Welcome aboard in 2026