



Partner Webinar

18th March 2026, 12:00-13:00

Attracting engineering talent:

Showcasing your brand through shared commitment,
credibility, and public accountability



Agenda



1 Welcome	12:00	5 mins
2 Attracting engineering talent: Showcasing your brand through Shared commitment, credibility, and public accountability	12:05	20 mins
3 Strategic planning to support value and impact	12:25	15 mins
4 Questions and close	12:40	5 mins



ellie@chillipepper.online

Why this matters and introducing the Women in Engineering Charter



The Challenge

Women remain underrepresented across the engineering pipeline, and although progress is being made, it is uneven and difficult to benchmark.

Our Partners are investing in addressing this challenge through WES, but this commitment is only consistently visible through our website.

The result is missed opportunities to attract and retain the talent you need.

Why this matters

Your organisation's performance depends on accessing the full breadth of engineering talent. The best engineering needs the best engineers, and diverse teams consistently deliver stronger innovation, better safety outcomes, and higher-quality solutions.

Creating an inclusive environment is both the right thing to do and directly strengthens your competitiveness, reputation, and ability to meet future skills demands.

Introducing the Women in Engineering Charter

The Charter offers a visible and recognisable sector-wide commitment that brings clarity, consistency, and shared ambition to gender equity.

It provides our partners with a common public commitment to progress and a visible signal that your organisation is serious about engineering excellence.

The Charter is a WES-led commitment to make our Partners more visible to industry and women in engineering to ensure that the best engineering is powered by the best engineers.

The Charter has a clear purpose aligned with WES Strategy

The purpose is to signal to the public your commitment to

- Strengthening the pipeline
- Improving retention and progression
- Removing structural barriers
- Embedding inclusive cultures

The Charter Mark demonstrates commitment to engineering excellence and reinforcing your approach to talent.

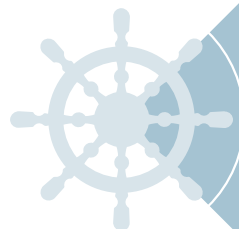
Potential recruits can identify you when making choices about where to take their skills

The Charter supports WES's strategic focus of:

- ✓ Talent pipeline
- ✓ Retention & progression
- ✓ Visibility
- ✓ Sector collaboration & systems change

Demonstrating that the Charter Mark is grounded with WES and not abstract virtue signalling.

Six Core Principles will provide the guardrails for the Charter



Leadership accountability – senior sponsorship and responsibility



Talent development – equitable access to growth and leadership



Cultures of inclusion – inclusion embedded across the operating model



Inclusive recruitment & progression – fair, transparent processes



Data transparency – recruitment, retention, progression, pay gaps



Inclusive pathways – apprenticeships, placements, returners, untapped talent

Principles are the guardrails. They ensure coherence, credibility, and shared language across a diverse sector.

Partners leverage WES to amplify intent and spur action and we need to work in partnership for shared success



We understand that our partners vary in organisational size, context, and maturity, so the commitments are suitably inclusive.

We ask that our partners:

- ✓ Nominate a senior champion
- ✓ Participate in shared learning
- ✓ Promote women's voices
- ✓ Engage in the WES community

And where mature enough to do so / when the time is right,

- ✓ Share data and plans

WES provide continuity, accountability, and sector alignment that signals stability and credibility to the public. This creates the community that attracts and retains the best engineers to deliver the best engineering.



What we need from you and next steps

What we need from you

1. Does your organisation value standard marks as part of its branding?
2. Are the asks realistic and meaningful?
3. What do we need to provide to gain buy in from your organisation?

Next steps. We will:

1. Share a draft Charter for consultation with partners
2. Develop signatory process
3. Prepare for launch with you, our Partners



This Charter will only succeed if shaped by our partners

WES is convening, not dictating

Partners have the opportunity to influence

Together, we can build an engineering sector that reflects the society it serves

Strategic Planning

Partner opportunities for engagement in the year ahead



Early engagement in the value map unlocks full Partnership value and FY27 growth opportunities



		ATTRACT	RETAIN & GROW	BRAND VISIBILITY	Core Partnership Outcomes	Scale up opportunities <i>Additional investment or gifts in kind</i>
Q4	Apprentice Day	●	●	●	Current Apprentices CPD	Host (taken for 2026 and 2027) Headline the campaign
	Apprentice Showcase	●		●	Future Apprentice applications	
	Launch of WE50		●	●	Current leaders as judges and current women profile raising	
Q1	Annual Conference	●	●	●	Current Employees CPD, networking and belonging Future employee applications	Host a lecture, workshop (to gather data) or expo stand Sponsor the student poster competition Host a social dinner or drinks reception
	INWED	●	●	●	Brand visibility within industry	Take part in our centrally coordinated campaign and celebrate at the House of Lords Breakfast reception
	WE50 Awards		●	●	Current women profile raising	Sponsor the tea celebration
Q2	WES Awards open		●	●	Current leaders as judges and current women profile raising	
Q3	Careers Fairs	●		●	Future intern, placements, employees or researchers	Sponsor to headline an industry
	Caroline Haslett Lecture WES awards	●	●	●	Current Employees CPD, networking and belonging Brand visibility within industry	Sponsor drinks reception or brochure printing

We will be in Scotland next week – sign up and share



RGU RGyO U
25 March 2026

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

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.

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



Scan me to sign up



✉ j.abolle-okoyeagu@rgu.ac.uk



THE UNIVERSITY of EDINBURGH
23rd March 2026

**SHAPING SCOTLAND'S
ENGINEERING FUTURE**

ABOUT THIS EVENT
Join us in celebrating a milestone for research, innovation and the next generation of engineers, as we mark the opening of the University of Edinburgh's new engineering building, in a relaxed, welcoming environment designed to spark conversation and collaboration.

23rd March
5.30pm–7.30pm
Yew Lecture Theatre
The Nucleus Building
Thomas Bayes Road
EH9 3FG



Scan me to sign up



generous
refreshment
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✉ Rhiannon.Grant@ed.ac.uk

Advertise to your women in engineering in your networks

Get in touch

events@wes.org.uk

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 vertical promotional poster 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 object. The poster has a purple border. At the top left, there is a green banner with the WE50 Awards logo (a gear with a ribbon) and the text 'WE50 Awards'. At the top right, there is a purple banner with the text 'INTERNATIONAL WOMEN IN ENGINEERING DAY' and '23 JUNE 2026'. In the center, the text 'WE50 2026' is written in large white letters, with a gear icon replacing the '0'. Below this, the text 'Nominate Now' is written in large green letters. At the bottom, there are two hashtags: '#INWED26' and '#EngineeringIntelligence' in green, followed by the text 'Brought to you by the Women's Engineering Society' in white.

A reminder about the opportunity to take part in our Annual Conference 2026



- Use your tickets:** bring your people from new joiners to senior leaders
- Collaborate:** Explore content opportunities to showcase your organisation
- Sponsor:** Choose a package aligned to your strategic priorities

Sponsorship options (*partner discounted rates*)

	Partner	Bronze	Silver	Gold
Expo space	-	★	★	★★
Passes	2	2	4	6
Keynote	-	-	-	★
Branding	-	★	★★	★★★
Cost	-	£695	£2,995	£3,995

Dinner host	£250
Student host	£630
Drinks	£1,300
Refreshments	£1,575
Poster	£1,650

Email
events@wes.org.uk
to express interest

A reminder about our INWED26 Campaign



 INTERNATIONAL WOMEN
IN ENGINEERING DAY

23 June 2026

“Show Us Your Engineering Intelligence”

A simple, powerful invitation for organisations to showcase how women drive intelligence in their engineering work.

Campaign options (*partner discounted rates*)

	Supporter	Featured	Signature
Visibility	★	★★	★★★
Media and PR	★	★★	★★★
Digital	★	★★	★★★
Leadership	1	3	6
Cost	£3,550	£5,950	£10,250
Cost <i>Non-profit</i>	£1,150	£2,150	
Cost <i>SME</i>	£750	£1,250	

Free downloads for all partners wishing to do internal events <http://wes.org.uk>

Email comms@wes.org.uk to express interest

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
You have been able to register to the topic and viewing of some of those webinars

ing legacy into inspiration	19 Nov 2025	Register
ing for 26-27	30 Dec 2025	Register
ing 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)

Forum
ed on inclusive safety across ing and in partnership with he first priority is the ng BSI Standard on PPE ing January 2026). You can he session via the [Partner our website](#)
Contact susan.robbin@wes.org.uk

Climate Emergency SIG
ocused 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
ocused 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)

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

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

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

ase let us know if you have a rich engineering project, best practice or research paper that you would like showcase through one of our Technical Talks, Conference or Journal. This is a great way to raise areness of 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 **Partner Newsletter**

❑ Follow us on **LinkedIn**

❑ Slides and recordings: **Website Partner Area PARTNER24**

❑ 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

