

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 These are easy errors to miss, but they make the pages seem out of date and less professional.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

**Institution of
MECHANICAL
ENGINEERS**
Improving the world through engineering

Home | About us | Events | Knowledge | Learning & development | Membership & registration | Near you | News | Services | Students & apprentices

↑ Home

↑ Near You

↑ Europe

↑ Italy

– Events

– Past Events

– Professional Titles

– Stephenson in Torino.....

– Country Information

– Contact Us

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 Presidential visit in October 2010, with automotive visits in the Bologna region.

Past events include a trip to [Maserati headquarters](#) in Modena, Italy. The group had a guided tour of the facilities and were accompanied by the President of the Institution of Mechanical Engineers, John Wood.

Our most recent event was a visit to the A2A Waste to Energy Plant in Brescia.

- Interested in joining the next group event?
- Want to know more about the Institution of Mechanical Engineers?
- Got 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


Tea Sistemi spa | 23 June 2012 10:00 to 16:00

Event type: Technical Visit

Visit a leading Oil & Gas Laboratory where full scale tests are performed and brought to the market.

This is a Oil, Gas and Chemical event.

Volunteer Resource Centre



Information, toolkits, templates, best practice, presentations, and event ideas for Volunteer Members.

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<http://nearyou.imeche.org/near-you/italy>

**Institution of
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Home | About us | Events | Knowledge | Learning & development | Membership & registration | Near you | News | Services | Students & apprentices

↑ Home

↑ Near You

↑ UK

↑ Midland

– Events

– Past Events

– Business Development Manager

– Contact Us

– Birmingham Area

– Birmingham Automobile

– Birmingham Young Member Panel

– Coventry Automobile

– Coventry Automobile Young Member Centre

– Midlands RD Centre

– Northampton Area

– Rugby Area

– Shropshire Area

– Staffordshire & Shropshire Young Member Panel

– Staffordshire Area

– Wolverhampton Young Member Panel

– Worcester Area

Welcome to the Midland Region

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

We have 6 Area committees and 3 Young Member panels active within the Region who organise and run a wide range of activities including company visits, social visits – normally with an engineering interest - technical and business lectures 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 [Imagineering Foundation](#), [MAS West Midlands](#) and [STEMNET](#) and we are keen to promote engineering wherever possible.

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 on events or any other aspect of IMechE activity in the region - please contact me. 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 me 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

Ruxton Lecture Theatre (F14) | 14 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 £300 for talking about something they love!

This is a Non Industry Specific event.

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<http://nearyou.imeche.org/near-you/UK/Midland>

- ↑ Home
- ↑ Near You
- ↑ UK
- ↑ Western

Bath & Bristol Young Member Panel

- Events
- Past Events
- Facebook
- Get Involved!
- Event Pictures
- Contact Us

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 beer/curry nights!



Some of the current committee members at the Western Region yearly meal (we scrub up well, don't we?)

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 180 users that can be found [here](#). We'll post all our events here (which we also post on the Near You section of this site) and the Institution will also posts updates from HQ.

It's a really useful way of being alerted to what is going on (you can set it to come up on your Facebook feed), so check it out and click "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 chip in!

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 are 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 Inn on the Green | 13 June 2012 19:30 to 21:00

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.

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