

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 These are easy errors to miss, but they make the pages seem out of date and less professional.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

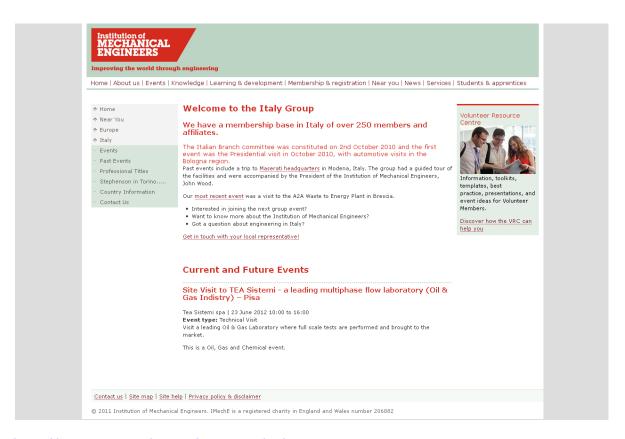
9. Use descriptive hyperlinks, not 'click here'

Make it clear what will someone get or do by clicking on a link. '<u>Like our Facebook page</u>' '<u>See our events programme for 2012-13</u>' '<u>Download our latest newsletter</u>' etc.

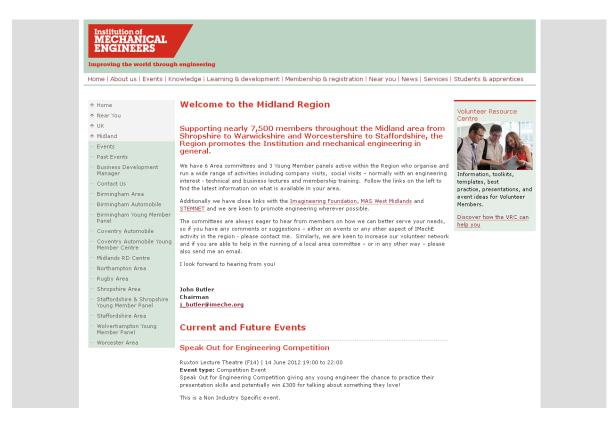
10. Contact regions@imeche.org if you have any queries

We're here to help and are happy to offer support at any time.

Example Near You pages



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





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

↑ Home

↑ UK

↑ Western

Past Events Facebook

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!



Discover how the VRC can help you

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

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 stat discussions, or ask for help!

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 the control of the committee if you have the right attitude and are willing to to him.

come along too.

Your Institution needs you!

The Western region are looking to recruit new committee members for both the regional and young

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

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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