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# Registration Toolkit

Supplementary Information For Promoting  
EngTech, IEng and CEng

November 2008

[www.engc.org.uk](http://www.engc.org.uk)



# Contents

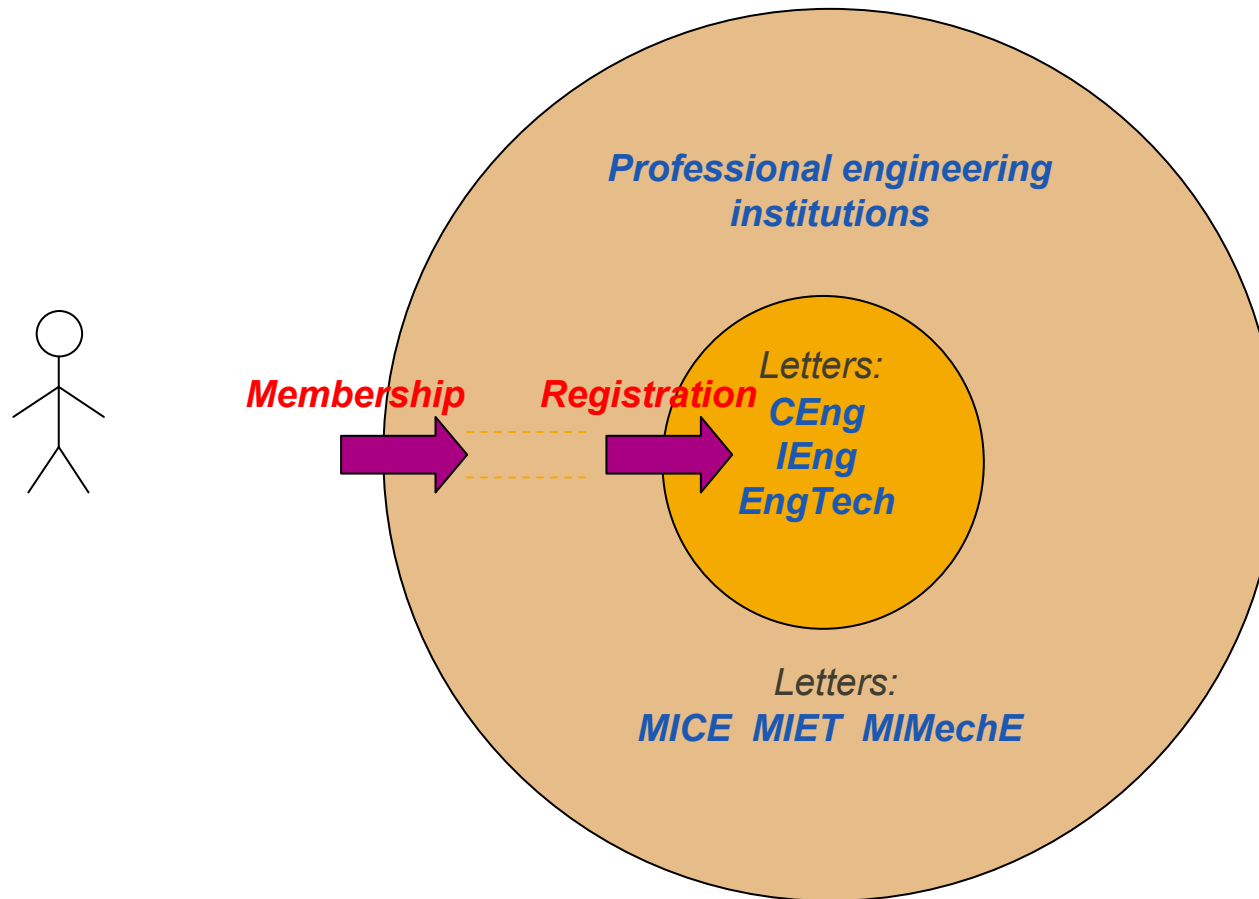
- Introduction
- Good news
- Brand analysis
- Marketing

The purpose of this toolkit is to provide supplementary information and approaches intended to help explain to students why professional engineering registration is valuable and important

- EC<sup>UK</sup> is the Engineering Council, a licensed charity, who licenses the professional engineering institutions to award registration qualifications
- Registration is the act of gaining the following professional engineering qualifications
  - EngTech, Engineering Technician
  - IEng, Incorporated Engineer
  - CEng, Chartered Engineer
- This is achieved via membership of a professional engineering institution, which is responsible for managing the review process.
- Further information for students and graduates regarding the process is detailed in the new 'origami' leaflets and the website [www.TheNextStep.org.uk](http://www.TheNextStep.org.uk)
  - Professional Engineering Institutions should visit [www.engc.org.uk](http://www.engc.org.uk)

# Registration lies at the heart of engineering institution membership

*A registrant must be a member of a professional engineering institution*



## Institution membership and registration both offer unique and complementary benefits

- The institution membership offers a bundle of various benefits, including
  - Access to continuous professional development
  - Networking
  - Information
    - including a magazine, a library facility and on-line resources
  - Careers advice and employment opportunities
  - Legal help lines, and other features and benefits
- In addition, highly valuable benefits are derived from registration
  - These are explored in this toolkit.
  - In summary, the main 3 benefits resulting from registration are
    - Status
    - Recognition
    - Improved career enhancement

## This is intended to be a toolkit for your use

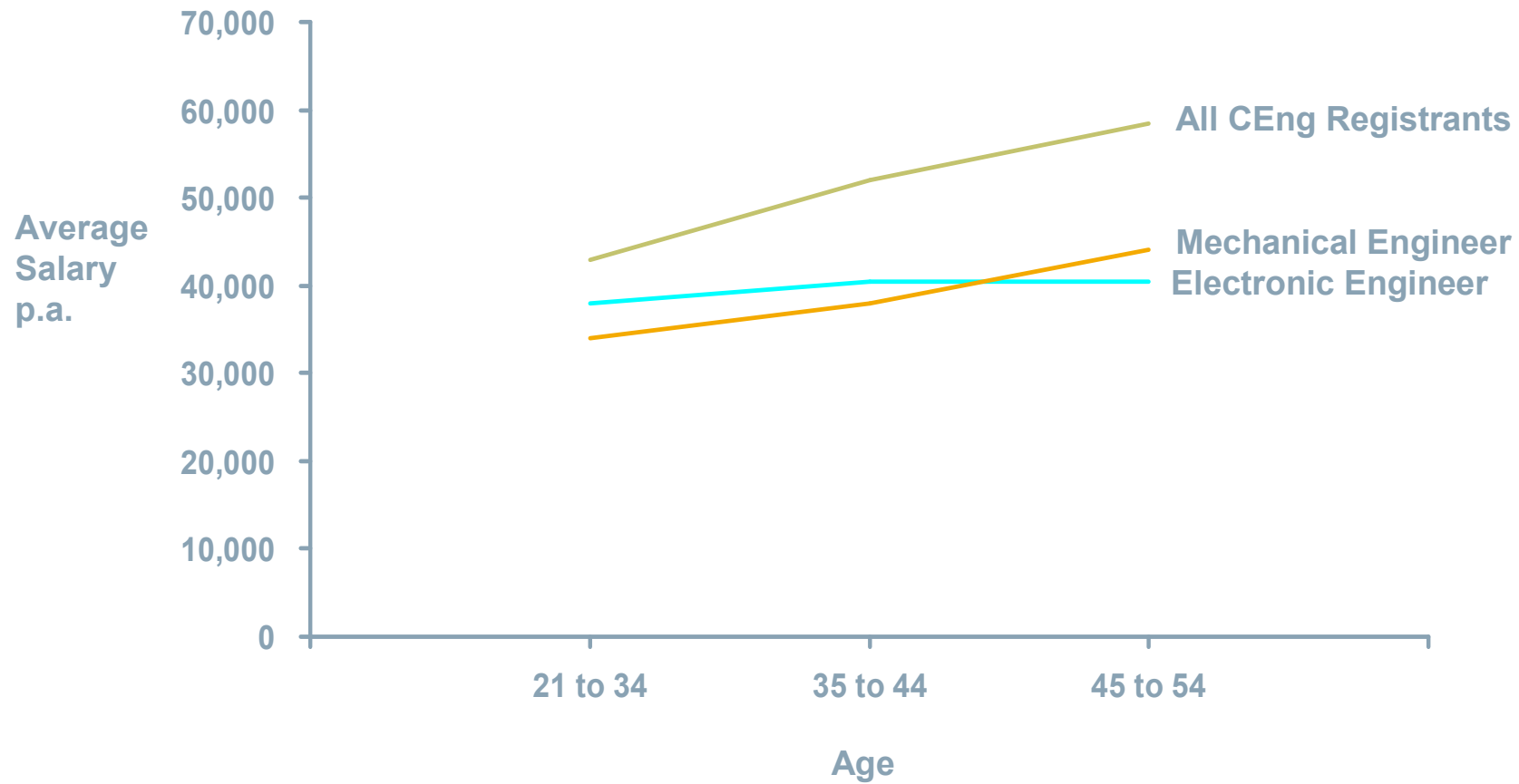
- Have you considered using the following in your materials and activities?
  - Any of the slides in this presentation
  - The new printed materials
    - o Posters
    - o Leaflets for EngTech, IEng, & CEng
  - Brand logos for EngTech IEng CEng
    - o Available for use in your materials
  - Origami artwork files
    - o Available in .eps and other formats
- For materials and artwork contact [info@engc.org.uk](mailto:info@engc.org.uk)

## There is a lot of good news about registration which may not be widely known

- There are around 250,000 registrants
- They value their registration
  - 87% value it highly, 42% value it very highly
  - And of those qualified in the last 5 years, 92% value it highly
- They feel that the qualification is good value for money
  - 71% feel it represents good value for money
  - 80% of those registered in the last 5 years
- The majority have their fees paid by their employer
  - And of those who pay it themselves, 69% feel it represents good value for money
- 70% believe Continuous Professional Development is important

## Registered engineers also appear to earn more

### Salary Comparison For Engineers (2007)

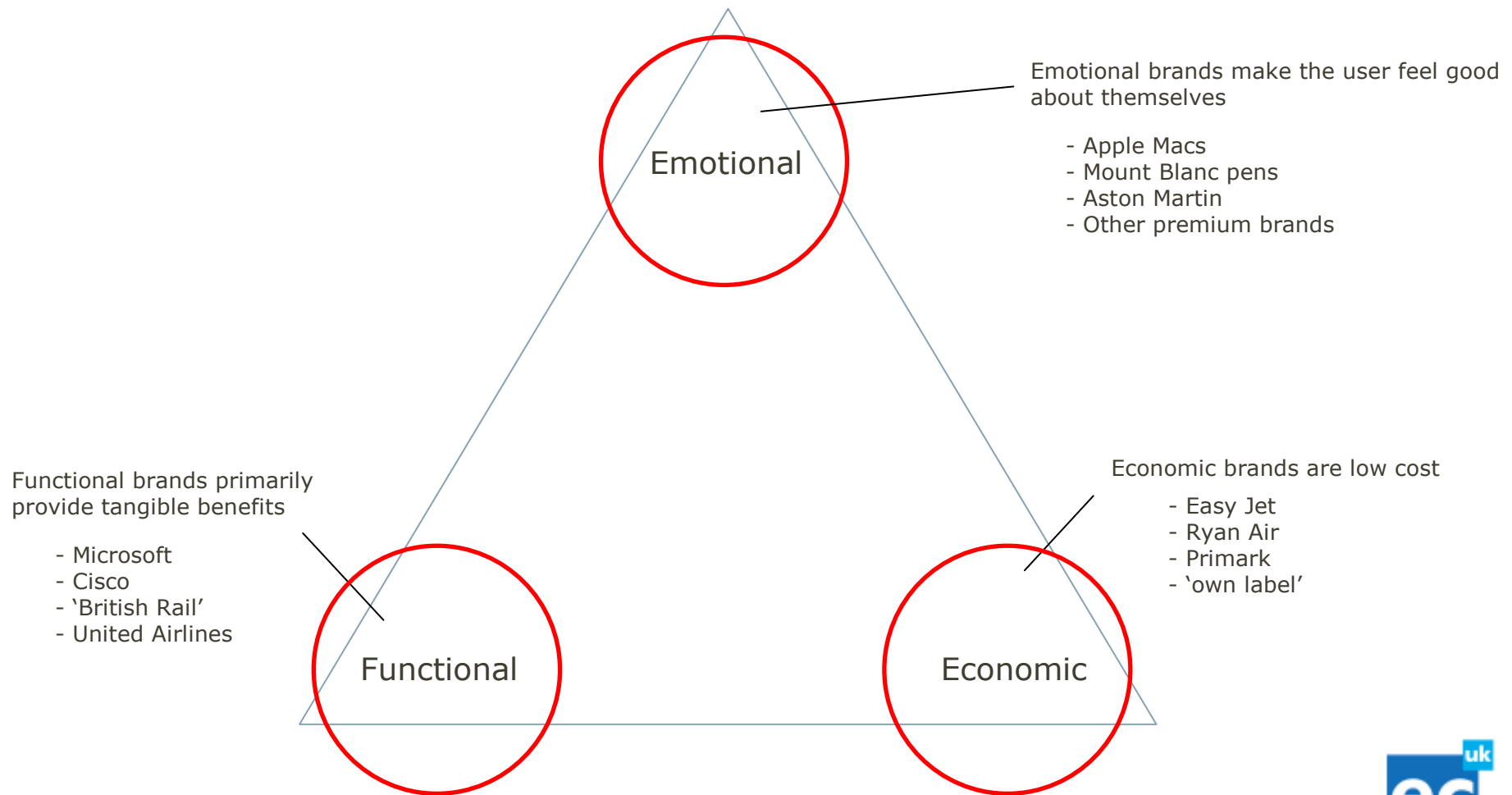


Source : Engineering and Technology Board, Office of National Statistics  
[www.engc.org.uk](http://www.engc.org.uk)



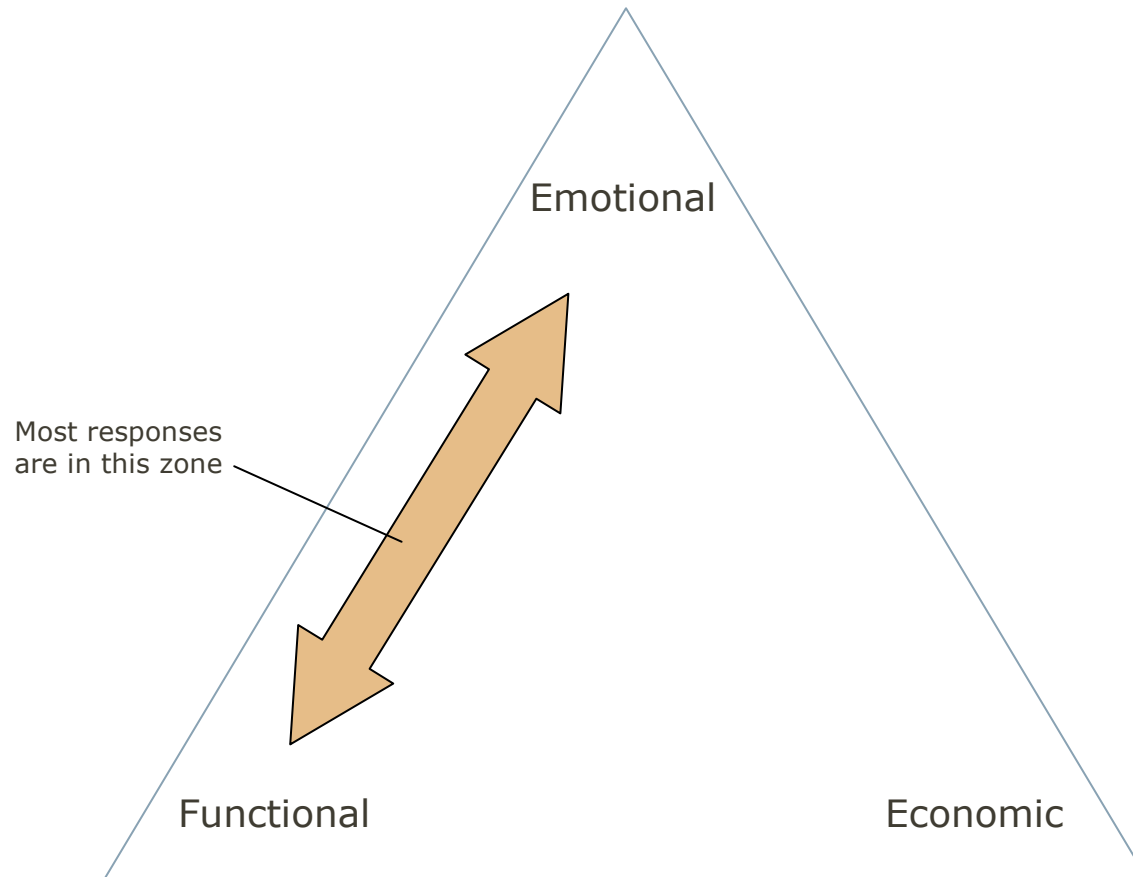
# In assessing the value of professional registration, we reviewed the 'Softer' brand management questions

## Introduction to the brand triangle



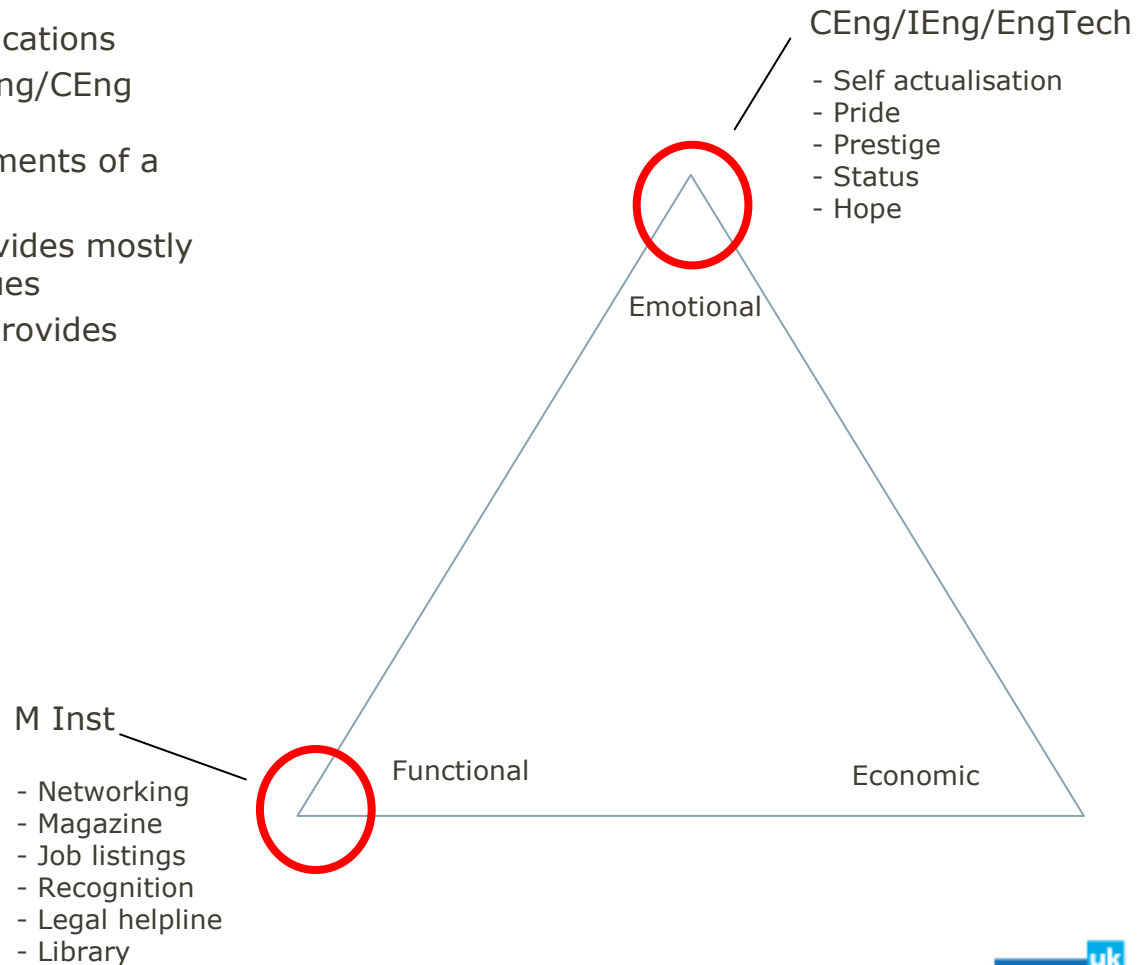
In asking “Where in the brand triangle is registration perceived?”  
Most engineers place their institution membership and registration qualification  
along the left hand axis

Where would you place EngTech, MIET, IEng, MIMechE, MICE, CEng?



## However, registrants also have a “M Institution” title. Considering the pair together polarises the result

- Registrants have 2 different qualifications
  - “M Institution” + EngTech/IEng/CEng
- What if these are looked at as elements of a pair?
  - The registry qualification provides mostly emotional and intangible values
  - The institution membership provides mostly tangible values



The registration therefore provide “status and recognition”. This is also verified by the Survey of Registrants

Which of the following were significant factors in your decision to seek registration?



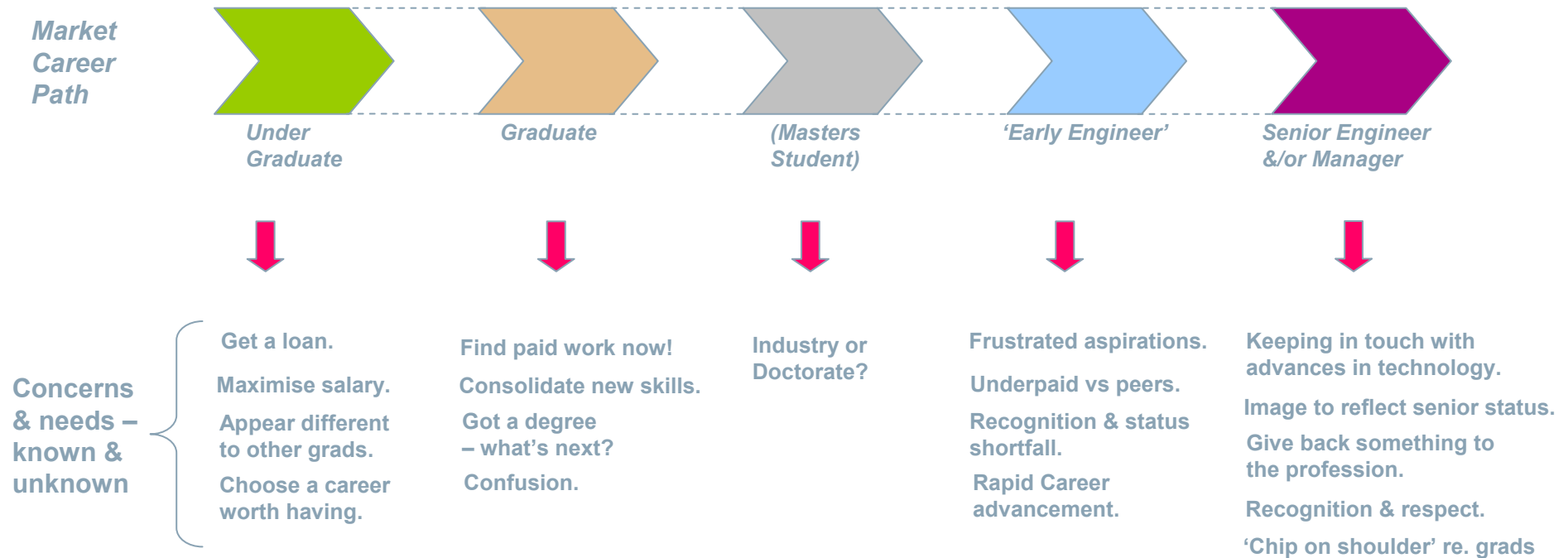
Therefore the new brochures are designed to accentuate these emotional messages of status and recognition, whilst the posters are more eye catching



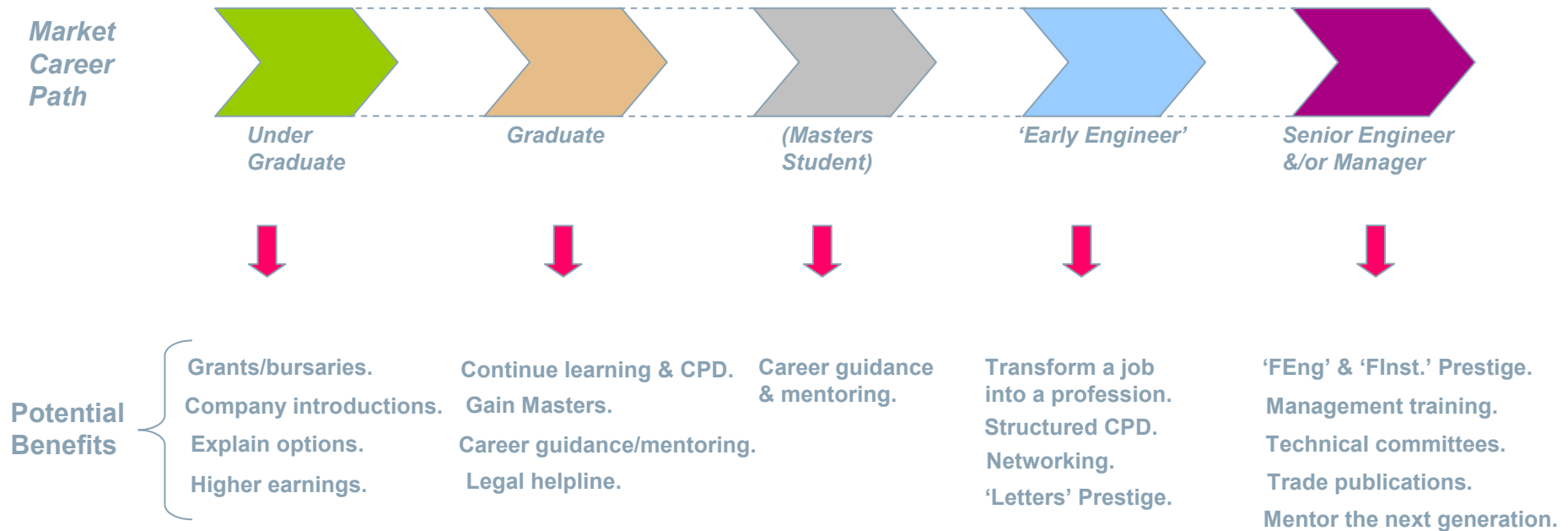
The brand logos are also available for use in your materials and presentations



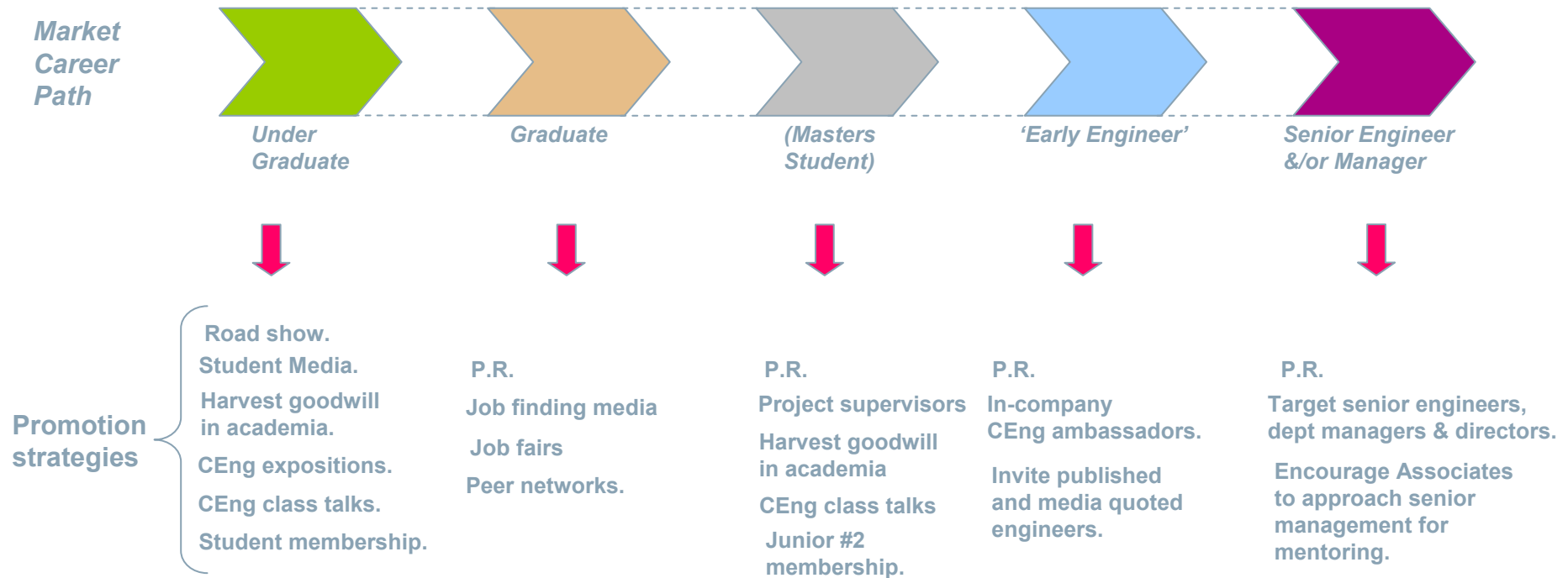
# Each segment in the lifecycle market segmentation has a different set of needs



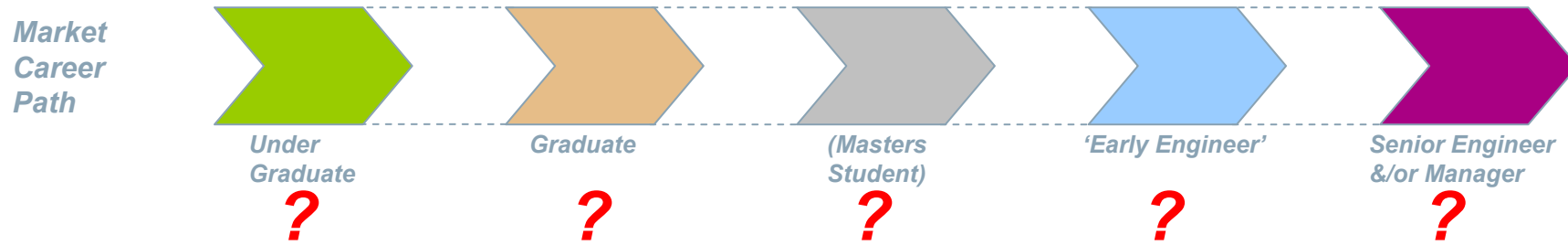
...and for each segment there is a potential bundle of benefits to meet those needs



## And those benefits lead to a promotional strategy

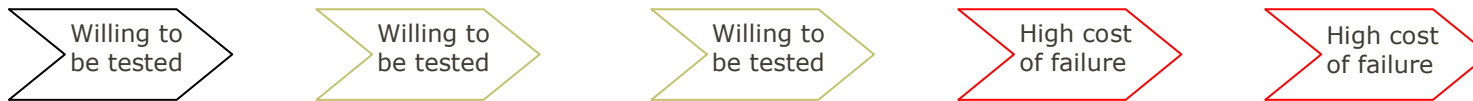


# Opinions varied on which segment offered the greatest return on promotional investment

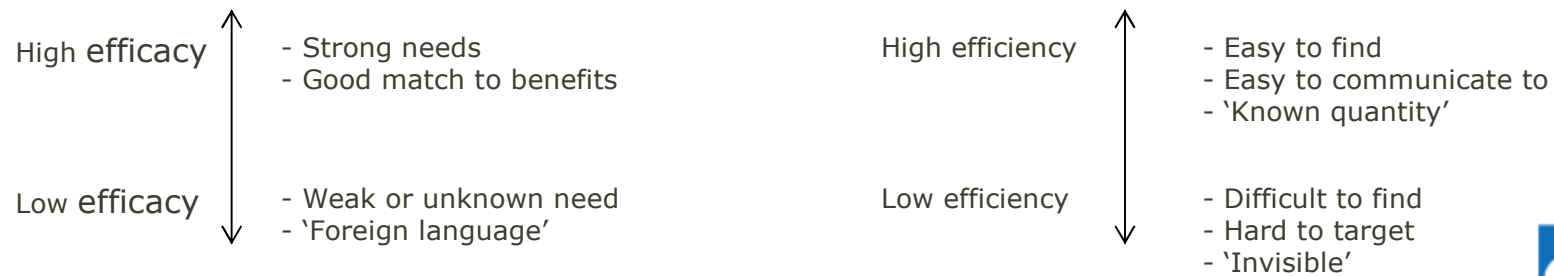


**In which segment would you invest in?**

There are a couple of ways of assessing the answer.  
The first issue regards the candidate's willingness to be "tested"

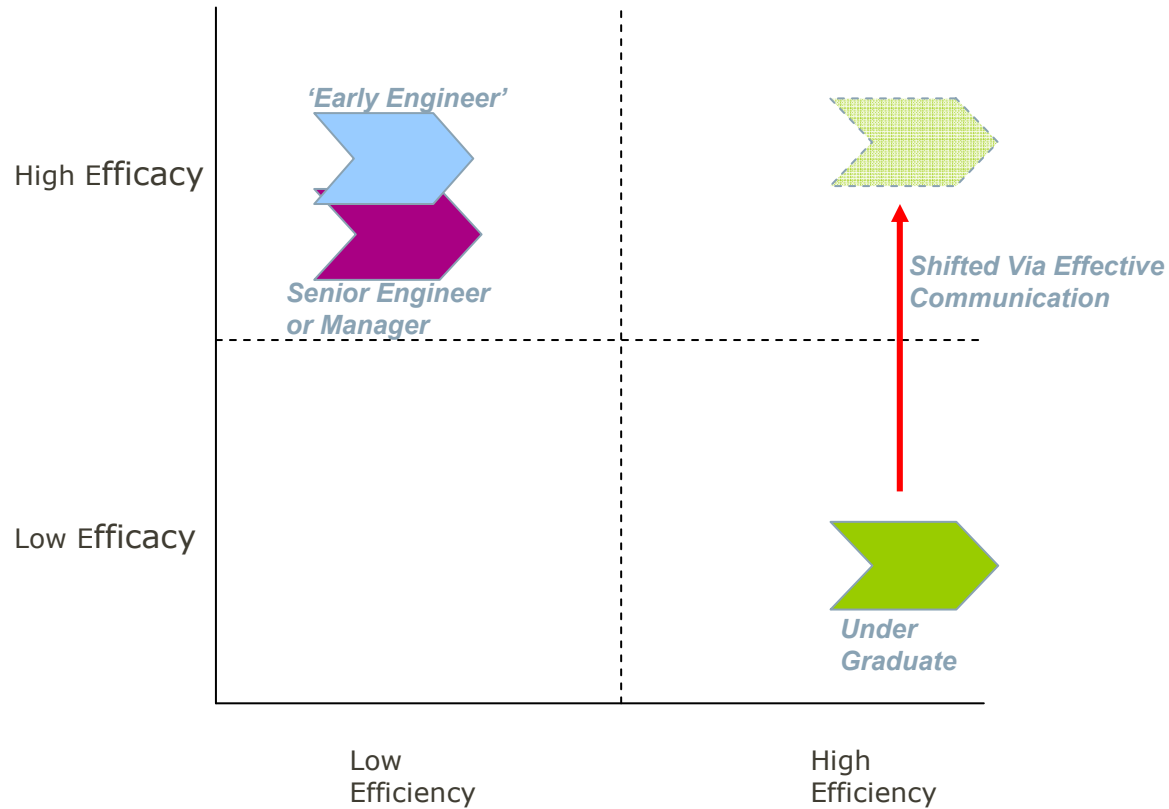


The second issue is the trade off between efficacy and efficiency

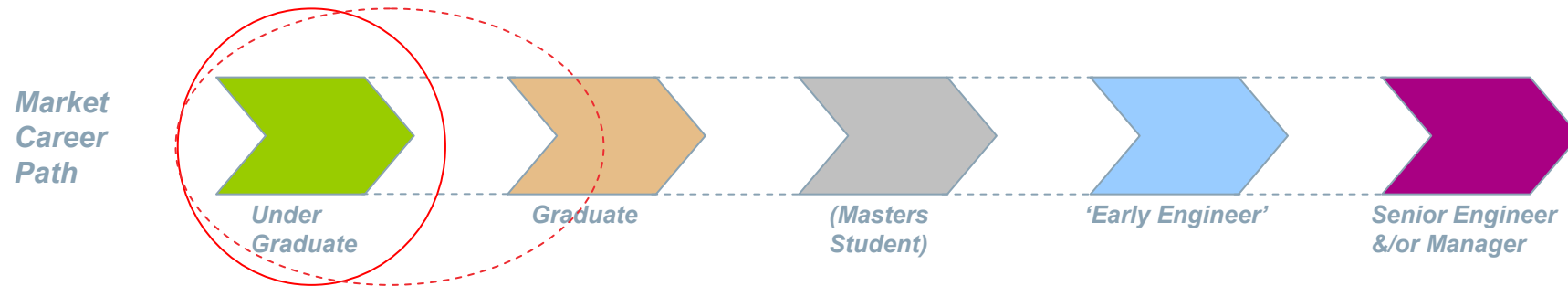


The availability of a high quality communications route moves the undergraduate/student into the most attractive quadrant

Diagram of Market Segment ROI Landscape



## Hence a final conclusion of focusing efforts on the Higher Education and Further Education Institutions



- Target 17-23 year olds + other students
- A fantastic opportunity to augment & support existing professional engineering institution activities
- Empower and support academic staff and regional representatives

Thank you

