

# APPRENTICE AUTOMATION CHALLENGE

Institution of  
**MECHANICAL  
ENGINEERS**

2020 Prospectus

Improving the world through engineering

# CONNECT WITH AMBITIOUS AND ASPIRING YOUNG ENGINEERS.

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Every year the apprentice teams of the Apprentice Automation Challenge (AAC) never cease to impress. Their hard work and ingenuity shines through and the quality of the products produced improves year on year.

The apprentices of today are critical for the future of manufacturing and engineering and the Apprentice Automation Challenge demonstrates that the future is in great hands.”

Jason Yearsley

Chair of the Apprentice Automation Challenge

**Grand Champions 2019**

TEAM: AMTC Team Prodigies

PROJECT: Automated Irrigation System



# BE PART OF THE GROWING NETWORK OF YOUNG ENGINEERS THAT PROMOTES INNOVATION.



**I feel like the IMechE Apprentice Automation Challenge really encourages apprentices to work collaboratively in their groups and create solutions as a team. Support is of course there in the form of experienced employees, but the challenge promotes team members to use and develop their own initiative first."**

Ella Legg  
Business Apprentice at Leonardo

## THE CHALLENGE

The Apprentice Automation Challenge (AAC) was launched in 2014 and is the IMechE's leading annual apprentice competition. The Challenge is open to UK and International teams of manufacturing and engineering apprentices from companies, colleges and training providers.

Teams are tasked to design and manufacture a product that addresses key challenges faced by today's society including: energy efficiency at home, corporate social responsibility, circular economy or assisted living. **This could be through improving people's capabilities at home, reducing energy consumption, or reducing waste in the home.**

Participants are asked to submit a report which is to include a design specification, manufacturing instructions and a business case for mass production and sale of the product.

The prototypes will be judged at a finals event which takes place in July at the Manufacturing Technology Centre, Coventry. The Apprentice Automation Challenge champion will be crowned and awarded £2000 towards developing their prototype and potentially commercialising it!



# CONNECT WITH BRIGHT AND AMBITIOUS YOUNG ENGINEERS IN THE MANUFACTURING SECTOR

**Join us to support the future of manufacturing engineering and**

**BUILD** brand-awareness.

**ENGAGE** with talented apprentices and learn about innovative ideas.

**CONTRIBUTE** to your CSR initiatives by inspiring and supporting the next generation of engineers.

**DRIVE** your STEM engagement to help develop the engineering profession.

**SHOWCASE** your products and demonstrate your leadership to participating teams, judges, and spectators at the final event in July.

**Be our GUEST of Honour at the prestigious Manufacturer MX Awards and Leaders Conference**

**500,000**

Social Media  
followers

**120,000+**

IMechE Members

**150+**

Attendees

Focussed and engaged  
professionals and participants  
at the event.

**50+**

Apprentices



## STEM Outreach Programme

2019 saw the launch of the Apprentice Automation Challenge STEM programme where local school children aged 9-14 were invited to the final event. This was a special feature introduced as part of the Institution's aim to support STEM education and engagement to encourage more young people to choose engineering as a career. Close to 60 school children from three local schools were present at the AAC STEM Day. They had the opportunity to see a number of prototypes, meet the competing teams, and engage in STEM related activities conducted by the Tilly Shilling Programme.

Following a successful launch of the STEM Outreach Programme in 2019, the STEM platform will be extended to more school children in 2020.

## **We will tailor a bespoke package to best suit your specific objectives and budget.**

### **Please find a sample of opportunities that are on offer.**

Sponsorship packages range between £500 to £10,000.

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Presented as Sponsor of the 2020 Apprentice Automation Challenge upon launch.

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Sponsor logo on all IMechE marketing collateral

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Social media pre, on-site and post Challenge

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Stated as sponsor on all 3<sup>rd</sup> party media coverage across the Challenge campaign

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Mentions in pre and post Challenge IMechE E-newsletters

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Place your advert in the event handbook

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Drive your STEM engagement and get involved in our STEM Outreach programme

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Opportunity to attend team and officials networking event at the final

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Inclusion on the judging panel of the team presentations and/or report marking

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Present winning team with a category award – including a speaking slot

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Exhibition stand at the final

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Banners displayed in prominent positions at the event

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Post event dedicated email communications to participating teams

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Join the winning team at the Manchester MX Awards and Leaders Conference

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\*Sponsorship in kind ranging from media to merchandise is welcome.

Watch the 2019  
AAC video here:



**Contact us today to find out how you can get involved:**

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**Join the conversation!**  
**#imecheaachallenge**



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