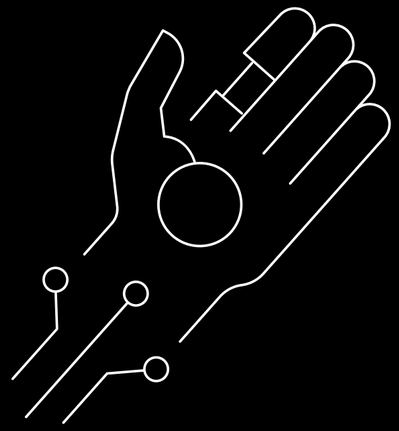
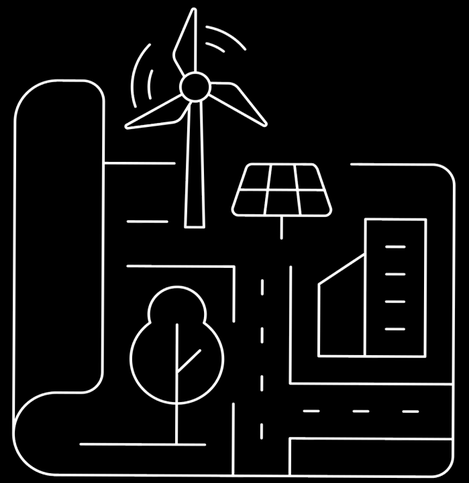
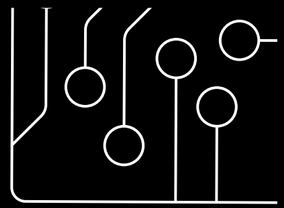
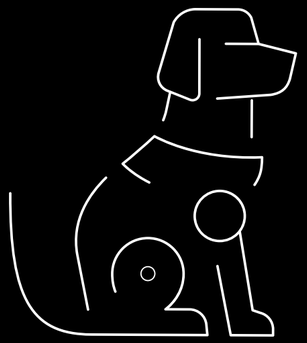
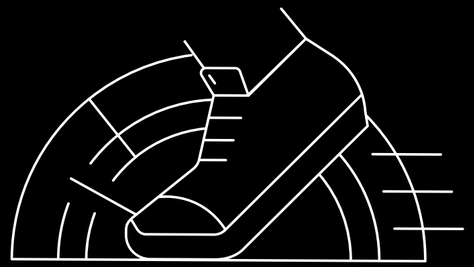
A–Z of Engineering











NATIONAL ENGINEERING DAY

NATIONAL ENGINEERING DAY TOOLKIT

5 November 2025

INTRODUCING NATIONAL ENGINEERING DAY 2025

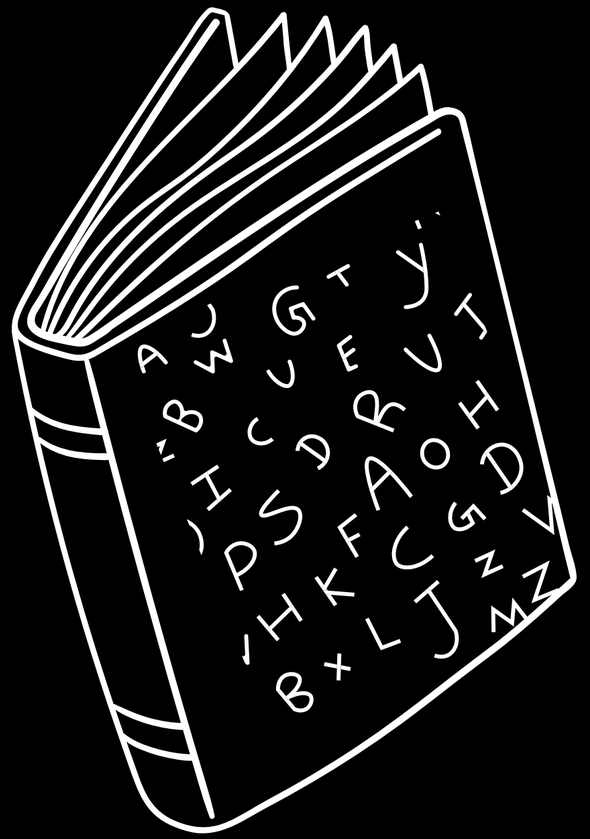
National Engineering Day aims to make engineering and the UK's engineers more visible by celebrating how they improve everyday lives and shape the world around us.

It's a day when we invite the public to marvel at engineering and inspire the next generation to pursue engineering careers.

However, most people can't explain what an 'engineer' is or does.
This is why, on 5 November - National Engineering Day 2025 - **we will re-engineer what it means - and could mean - to be an 'engineer'.**

NATIONAL ENGINEERING DAY

CAMPAIGN ACTIVITY



TIME TO RE-ENGINEER ‘ENGINEER’

TO STAND THE TEST OF TIME

Engineering has come a long way since the first ingeniator was recorded in the Domesday Book nearly a thousand years ago.

From medieval military engineers to the pioneers of the Industrial Revolution, to today’s innovators in AI, quantum computing, regenerative medicine, and sustainable design, the profession has continually evolved - yet public perceptions have not always kept pace.

It’s time to re-engineer what it means to be an engineer.

Many people still picture spanners and hard hats, but today’s engineers are shaping the technologies, industries, and systems that will define the future. From planetary engineering to sustainable fashion, from robotics to space exploration, engineering today is creative, human-centred, and vital to tackling global challenges.

The **AI-Z of Engineering** is being created to close this gap: to show just how broad, dynamic, and essential engineering is today - and where it’s going next.

AI - Z OF ENGINEERING

WHAT WE'RE CREATING

The **AI-Z of Engineering** is a new online guide that shows what engineers do today and in the future. It will explain more than 100 current engineering jobs and over 100 future-envisaged ones, in clear, simple language anyone can understand.

The guide is being shaped by real engineers who have described their work and what engineering means in the modern world. It's designed to inspire young people and the public, and to show how broad, creative and important engineering really is – from AI and robotics to medicine, fashion, space, and sustainability.

It will launch on the **This is Engineering** website on **National Engineering Day (5 Nov 2025)** and will remain an evolving resource.

JOIN THE CONVERSATION - SAMPLE SOCIAL POSTS

On 5 November, help us celebrate what engineers are doing now, and what they could be doing in the next 25 years. Please highlight your own inspiring engineers in all sectors and highlight how they are making a difference to everyday lives.

For Bluesky and X (formally Twitter). Please adapt for other channels and to your tone of voice.

📢 My role is featured in the AI-Z of Engineering - a future-focused guide to the amazing breadth of engineering careers. 📢

Check out my role as a **[insert job title]** and what could be doing 25 years from now at: thisisengineering.org.uk

Find out what's in our future. #NationalEngineeringDay

@RAEngNews @ThisisEng

Today is #NationalEngineeringDay 🚀 - this year, find out what's in our future.

As an engineer I work on **[insert role specifics]** , and in 25 years time I imagine the role will be **[insert future vision].**

Explore the AI-Z of Engineering for more roles of the future: thisisengineering.org.uk

@RAEngNews @ThisisEng

We're celebrating **#NationalEngineeringDay**⚡

@RAEngNews just launched the AI-Z of Engineering - a modern, future-focused guide to engineering careers.

Explore the breadth and creativity of engineering roles and see how they could evolve over the next 25 years via thisisengineering.org.uk

Join the conversation by sharing your own @RAEngNews @ThisisEng

#NATIONALENGINEERINGDAY

CONTENT IDEAS FOR SOCIAL MEDIA

Additional creative ways you can celebrate National Engineering Day on social media on 5 November 2025.

Grouped by audience type.

HOW CAN YOU GET INVOLVED?

If you are an engineer.

1 Day in the Life → Future in the AI-Z of Engineering

- Create "A day in my life" vlog showing what your role currently involves.
- End by imagining how it could evolve in 2050: "In 2050, my role could be [Space Habitat Engineer].

2 Help re-engineer public perceptions: TikTok / IG reel suggestion (30-45 second script)

Hook: "It's **National Engineering Day,** so I'm showing you a bit about what my role as an [engineer] involves."
Screen 1 - show your work, using a few short video clips: "Today I... [what you test/build] ...so that [human outcome]."
Screen 2 - (future role overlay): "My 2050 role might be **[future title]** according to the Royal Academy of Engineering's **AI-Z of Engineering,** which is a guide to the real engineering roles of today and roles you could very well see appearing in the future."
Screen 3 - (invite): "If you're curious what engineering really looks like today and could look like tomorrow I'd start here."
On-screen call to action text: AI-Z of Engineering - check it out via the link my bio.

3 Short post example: Explore the AI-Z and share your future role or a role that surprises or inspires you.

"I'm a [civil engineer], but in the AI-Z of Engineering I'm closest to [Climate Resilience Engineer]. What's your 2050 role?"
Alternatively post about how you think your role might evolve in the future.
"In the future, I think engineers like me will be working on..."

SHARE YOUR ROLE NOW VS FUTURE

What problems do you solve? Who benefits from your work?

On National Engineering Day we'd love you to **post a video** of yourself answering these questions and telling us about your role now, and what you imagine it could look like in 25 years time. Take a look at our example for inspiration.

Alternatively, upload a post using our sample copy, found on the next page, along with any of our assets to celebrate National Engineering Day.

TIP: Watch Krystina's example video

Today is #NationalEngineeringDay 🚀 hear what I work on as a [insert role title] , and what I imagine my role could look like in 25 years time. Explore the AI-Z of Engineering for more current and future roles. @RAEngNews @ThisisEng #NationalEngineeringDay

Don't forget to use the hashtag **#NationalEngineeringDay** with any social media content you produce.

X (formerly Twitter): @ThisisEng @RAEngNews
Instagram: @ThisisEngineering
TikTok: @ThisisEngineering
Facebook: thisisengineering1
LinkedIn: The Royal Academy of Engineering
Bluesky: @raeng.org.uk

NATIONAL ENGINEERING DAY

BONUS CONTENT CREATION IDEA - USING AI

1

Post suggestion - create your own AI-Z of Engineering future role for LinkedIn, Instagram or TikTok

It's 2050, what kind of engineering role could I be doing in 2050? Put AI to the test to find out.
Use the below as a prompt for your AI tool:

"I want you to act as a career translator using the AI-Z of Engineering (ThisisEngineering.org.uk). Your task is to take my current role and show me what kind of engineering role it could evolve into by 2050. Please make the answer:

1. Mapped to engineering - link the core skills of my current role to a real or plausible engineering role featured in the AI-Z of Engineering.
2. Future-facing - give me a creative engineering job title that feels part of the AI-Z of Engineering (e.g. 'Planetary Engineer', 'Sustainable Fashion Engineer', 'Neuro-Systems Engineer').
3. Practical - describe 3-4 bullet points of what this engineering role would actually do day-to-day in 2050.
4. Relatable - explain briefly how my current skills or interests connect to this engineering path.
5. Inspirational but clear - keep it under 200 words so it's short enough to post on social media."

Here's my job today: [INSERT YOUR CURRENT ROLE]"

After sense-checking whether the job description really could be your future engineering self, please post on your social channels, here is an **example:**

I'm a civil engineer in 2025. AI says in 2050 I could be a **Climate Resilience Engineer,** designing cities that withstand floods and extreme heat. Not far from what I'm doing now, but bigger, bolder, and essential. What engineer would you become? Explore the AI-Z of Engineering to see what yours would be.

HOW CAN YOU GET INVOLVED?

If you are an engineering company.

1 Champion the AI-Z of Engineering

- Share the AI-Z on your website, in newsletters, journals, and via social channels - especially as a resource to inspire early-career engineers, apprentices, and students.
- Encourage your members to explore it, and share it with schools, colleges and career changers. Remember it's a living resource so ask members to contribute current roles and envisage future ones.

2 Be a voice of the profession - past, present and future

- Share self-filmed videos from your engineers (see suggestions on previous slides for engineers), or thought leadership pieces (such as blogs and LinkedIn posts) on how your area of engineering has evolved in the last 25 years - and where it's heading next.
- On social media, post examples of engineering breakthroughs in your field that have reshaped the world - and highlight what future roles might emerge as a result.
- Join the conversation on social media answering the questions: "What our engineers are doing today - what could they be doing in the future?"

3 Ideas for internal celebration

- Write a letter of thanks to company engineers of the past whose work they are building on, or share stories of your first engineer.

HOW CAN YOU GET INVOLVED?

If you are not an engineer, but want to help shout about National Engineering Day.

1 **Champion the AI-Z of Engineering**

- Choose your dream role of the future - share it on social, and explain why you have chosen it.

2 **It's 2050, what will your current job look like in the year 2050? Put AI to the test to find out.**

Use this prompt: [copy and paste]

"I want you to act as a future job forecaster for the year 2050. Your task is to take my current role and translate it into what it could realistically become in 2050. Please make the answer:

1. Inspirational but grounded in reality - rooted in real science, technology, and social trends (AI, climate, medicine, sustainability, space, quantum, etc.).
2. Future-focused and imaginative - show how the core skills of my role evolve into something new and visionary.
3. Clear and vivid - give the role a creative future job title (like 'Climate Resilience Engineer' or 'Neuro-Education Architect').
4. Practical - describe 3-4 bullet points of what this role would actually do day to day in 2050.
5. Human-centred - explain how this role improves life for people and society, not just how the tech works.

Short and shareable - keep it under 200 words so it's easy to post on social media.
Here's my job today: [INSERT YOUR CURRENT ROLE]"

Next: post on social

"Here's what AI thinks my job today could become in 2050... I'm a [current job] → [future role title]. What would yours be?"

BONUS CONTENT CREATION IDEA - LINKEDIN

5 **LinkedIn post suggestion**

Headline: It's National Engineering Day, and I'm looking to the future
Body: Today we're celebrating engineers who build the future in ways most people never see - from climate-resilient systems to AI-powered diagnostics and sustainable materials.
I'm a **[current role**] at **[company].** If you fast-forward to 2050, according to **@TheRoyalAcademyofEngineering 's AI-Z of Engineering** my job might evolve into [AI-Z future role] - shaping **[impact in human terms].**

If you (or someone you mentor/teacher/parent) is curious about what engineering really looks like, get them to browse the **AI-Z of Engineering:** there's over 200 real engineering roles of today and roles you could very well see appearing in your lifetime. It's a brilliant, human way to explore your way around this future-shaping profession.

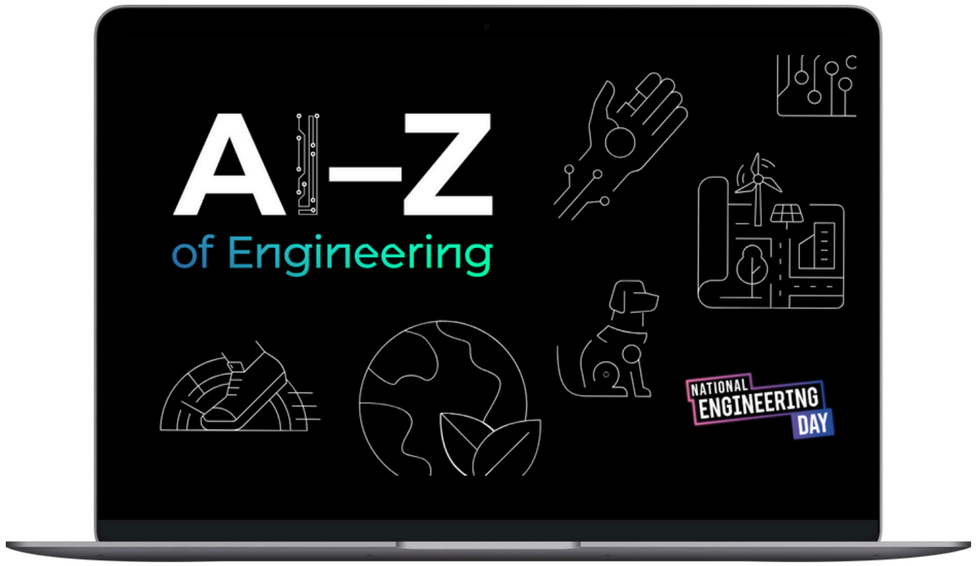
Explore: thisisengineering.org.uk

#NationalEngineeringDay #Engineering #STEM

ASSETS

Use the buttons below to access:

- National Engineering Day logos
- This is Engineering logos
- Social media cards and GIFS
- Email signature



Download all supporter assets

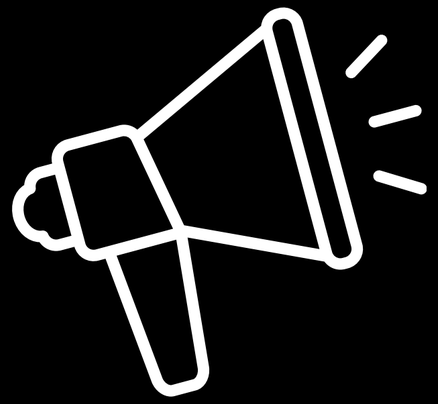
Download free images

All social media assets are available in formats for LinkedIn, X / Twitter, Bluesky, Facebook, Instagram and TikTok. There are portrait and landscape variations.

#NATIONALENGINEERINGDAY

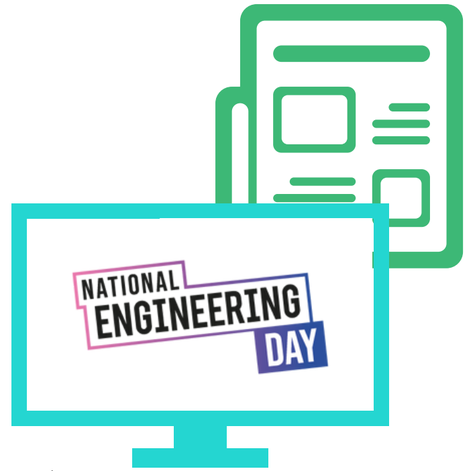
NATIONAL ENGINEERING DAY

NATIONAL ENGINEERING DAY



WHAT TO DO ON NATIONAL ENGINEERING DAY IN THE MEDIA

MEDIA AND EVENTS



Are you planning to announce new jobs, a new breakthrough innovation, or new research?

Why not time your announcement with National Engineering Day?

Tips:

- Please refer to National Engineering Day in your press release:

  "National Engineering Day aims to make the UK's engineers and engineering more visible and celebrate how they improve everyday lives and shape the world around us."
- Please highlight that National Engineering Day is led by the Royal Academy of Engineering.
- Don't forget to use **#NationalEngineeringDay** on social media.

Do you have an event planned in the first week of November?

From town hall to team meeting, coding club to 'lunch and learn', why not theme it around the AI-Z of Engineering?

Celebrate the breadth of engineering - from AI to zero-carbon tech - and spotlight the people and innovations redefining what it means to be an engineer today.

REMINDER: TOMORROW'S ENGINEERS WEEK

Tomorrow's Engineers Week, running from 10 to 14 November, is a nationwide celebration of engineering and technology.

The theme is **Dare to discover,** showing young people that you don't have to get it right the first time. From experiments that don't go as planned, to career paths that take unexpected turns - trial and error is at the heart of engineering and technology. Building on last year's success, which engaged more than 55,000 students across the UK, this year aims to reach even more young people aged 11 to 14.

Tomorrow's Engineers WEEK

Get involved by sharing stories, answering questions from students, highlighting your own outreach, or supporting on social media using **#TEWeek25.**

Find out more and take part: www.engineeringuk.com/tomorrows-engineers-week

ACKNOWLEDGEMENTS

National Engineering Day is enabled by funding from the Department for Science, Innovation and Technology, corporate and university partners, and individual donors.

Department for
Science, Innovation
& Technology

NATIONAL ENGINEERING DAY

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NATIONAL ENGINEERING DAY

GET IN TOUCH

If you have any questions or would like to discuss National Engineering Day in more detail, please contact the This is Engineering team:

contact@thisisengineering.org.uk