

# the FUTURE ENGINEER

## Media Information

**While opportunities in many areas of the UK economy are starting to look thin on the ground, the engineering and manufacturing sector looks an increasingly attractive destination for today's students and school-leavers.**

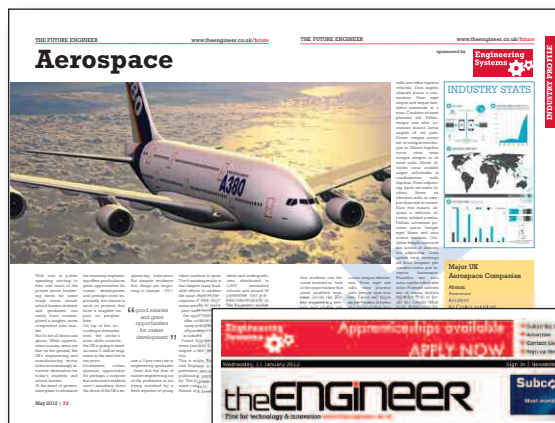
At the heart of government plans to rebalance the economy, engineering offers good salaries, great opportunities for career development, and perhaps most importantly, the chance to work on projects that have a tangible impact on peoples' lives.

On top of this, according to estimates from the sector's main skills councils, the UK is going to need an extra 2 million engineers in the next five to ten years.

Excitement, riches, glamour, opportunity! It's perhaps a surprise that tomorrow's students aren't smashing down the doors of the UK's engineering educators. But despite evidence that things are beginning to change - 2011 saw a 5 per cent rise in engineering graduates - fears remain that the flow of mature engineering out of the profession is not being matched by a fresh injection of young talent.

The frustrating reality is that despite many laudable efforts to address the issue negative perceptions of what engineers actually do continue to put many youngsters off pursuing a career in industry.

This is where **The Future Engineer**, a comprehensive new annual publication produced by The Engineer magazine, comes in.



Aimed at A-Level students and undergraduates, and distributed to 4,800 secondary schools and around 90 universities, this special stand-alone publication will address some of the misconceptions surrounding a career in engineering and offer practical advice on how to become an engineer - either as an apprentice or through the higher education system. It will spotlight some of the fascinating projects that students can become involved in, look at the opportunities across the UK's key sectors, and profile our biggest engineering employers.

Securing a future pipeline of young engineers is essential to the UK's future economic prosperity and educating youngsters about the opportunities in industry has perhaps never been more important. **The Future Engineer** will give you the opportunity to talk to tomorrow's engineers, today.

**Jon Excell**  
Editor  
The Engineer

with a  
foreword by  
**Rt Hon David Willetts MP**  
Minister of State for  
Universities  
and Science

**Inspire tomorrow's engineers today**

# the **ENGINEER**

**FUTURE**

## Media **Information**

### Distribution – 20,000 copies

Bulk distributed to:

**4,900** Schools and Sixth Form Colleges

**90** Universities Careers Services

Plus copies being distributed at:

- The National Graduate Recruitment Show 2012
- The National Engineering & Construction Recruitment Show 2012



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