F1 IN SCHOOLS

THE FORMULA ONE™ TECHNOLOGY CHALLENGE

POWERED IN IRELAND BY **ICS**

2011 - 2012

MARKETING GUIDE

DisCoVer
Science + Engineering

ICS IRISH COMPUTER SOCIETY

GET YOURSELF SEEN!

F1 IN SCHOOLS CHALLENGE MARKETING GUIDELINES

The Irish Computer Society's (ICS) media team have drawn up some guidelines to help you get your Formula 1™ project into your local media. The resulting clippings will be an impressive addition to your final presentation to the judges. Remember, your goal is to get local press coverage and teams must show evidence of any media footage or press clippings in order to be awarded marks for such media coverage generated.

ELECTING YOUR F1 IN SCHOOLS MARKETING MANAGER

Once you have elected your Marketing and Communications Manager, you should email the ICS (f1@ics.ie) to let us know. Simply send us the following text with your details:

'(STUDENT NAME) has been elected F1 Challenge Marketing and Communications Manager for (TEAM NAME) in (SCHOOL NAME) in (COUNTY).'

The ICS media team will then email you details of local media contacts in your area.

PREPARING YOUR PRESS RELEASE

The attached is a sample press release pack which has been written up by our media team for all participating schools. Taking the first sample press release as a template, we suggest that you personalise it by adding names and your own quotes. You can leave the rest of the press release the way it is or change it as much as you like.

ISSUING YOUR PRESS RELEASE

When you have personalised the sample press release, you should then e-mail it to all press and radio stations in your region. Be sure the press release contains contact details of your F1 Marketing and Communications Manager and co-ordinating teacher. Attach also any suitable photos you might have of your F1 in Schools team or car. If there are local journalists you know of who are not on the list, feel free to send it to them also.

Please make sure you have a list of deadline dates for all your local newspapers as this will also have an impact on whether they pick up your story or not. Before you start releasing your press releases, it might be an idea to phone the editor of each paper to introduce yourself and the team in the hope of building up a good relationship with each paper – this may help with recognition when releasing your press release.

FOLLOWING UP ON YOUR PRESS RELEASE

The day after the press release is sent out; the team's Marketing Manager should telephone all the contacts who received it.

Sample call to contact. "Hello my name is … from (school). We e-mailed you a press release yesterday about our school taking part in the Formula 1 in Schools Challenge. I was wondering if you received it?"

If yes, say: "Great, are you intending to do anything on it? Would you like to send out a photographer or to interview a member of our team? Can we provide you with some photographs of our own?"

News desks get lots of e-mails everyday so they may not have seen your press release yet and may ask you to resend it. If so, check that you have the right e-mail address and say: "I'll resend it to you (state the day or time you feel you will be able to e-mail the release to them – immediately if possible – the sooner the better while your call is fresh in their minds) and if you need to interview anyone or would like to send out a photographer, please call us."

You could follow this up with a call the following day to see if they received it. It is important you get to talk to everyone on the list. However, if there are two or more people on the list from the same paper, once you get a yes from one, there is no need to chase up anyone else from that same paper.

Keep a note of all the contacts to whom you have spoken: Name, name of paper/station, contact number, e-mail, and result:

Name: Joe Bloggs
Name of paper: Times Weekly
Number: 01-88888888
E-mail: Joe@timesweekly.ie

Result: He said they will be putting something in next week (Weds 23/09/2010) and would like to hear more about the project in the future.

This is the basis of your media file for all your future publicity drives. You should e-mail your contact list whenever you have reached another stage of the project because the papers/stations might be interested in photographing or interviewing your team (e.g. when you enter the competition, when you get through the Qualifying Stage, when you get your car milled, etc). For this purpose, we have attached two further sample press releases. These cover the milling stage and run-up to the regional finals.

Newspapers love to give space to good visual projects so think of ways to make an interesting shot for your own or visiting photographers. Think about the location of the photo, possible backgrounds, as well as how the group present themselves i.e. dressed as Formula 1™ drivers or pit stop workers! Props such as a chequer flag or crash helmet could be used. Maybe someone on your team is a keen photographer so they could take the photo and send it in to the press – however, check with the contact first about the format and size of shot they will need. You might also consider taking some screen shots of how your design looks in the Computer-Aided Design (CAD) software.

So remember:

1. Follow up press release with phone calls the day after it is sent.
2. Know the deadline dates of all local newspapers and become familiar with the Editor.
3. Be sure to contact everyone on the list in order to get a positive from the paper/station.
4. If it needs to be resent, check address and e-mail it ASAP or at the time you have stated.
5. Keep clear notes of all contacts for future reference.
6. Think of creative ways of making photos interesting.
7. If you take your own photos, caption them clearly including: F1 Schools Challenge, names of those in photo, name of school, name of photographer.
8. Keep all clippings and recordings of coverage to help make an impressive final presentation to the judges.

Good luck!

SUGGESTED TIMELINE FOR ISSUING PRESS RELEASES

Press Release Number	When to send
Press Release 1 – Registration for F1 in Schools	Immediately
Press Release 2 – Successfully gotten through the Qualifying Stage	Once you hear if your team has gotten through the Qualifying Stage and is now able to participate in the Regional Finals
Press Release 3 – Car Manufacture	When car has been manufactured at Make Centre (January to late February)
Press Release 4 – Final Preparations	Week before Regional Finals (late February to early March).

You might wish to issue a further press release after the Regional Finals, covering how things went on the day. If your team is successful, you might want to inform local media of your performance in the National and World finals!

OTHER IDEAS FOR THE MARKETING TEAM

Marketing is not just about the car but also about how you present yourselves and your project. A good presentation will help you stand out in the minds of the judges.

Marketing ideas to consider:

- Create a team name and a logo which is carried through every area of your presentation and website.

- Have a colour theme.

- Have a team uniform such as t-shirts or boiler suits (which can carry branding of sponsors).

- Your stand on the day should be eye catching. Keep it visually strong and avoid cluttering it with too many props or too much information.

- Practice your presentation skills – the judges will expect you to give a 5 minute verbal presentation on your project at the regional finals.

- Create your own posters to advertise your team.

- Get sponsorship-in-kind from local companies in your area such as graphic design companies, clothes companies, printers, corporate merchandise.

- Also you could look at the possibility of getting promotional items branded with your team logo.

SAMPLE PRESS RELEASE 1

Formula 1™ Racing Comes to (SCHOOL NAME)!

Or

(SCHOOL NAME) Revs Up to Formula 1™ Challenge

County, DATE, - (SCHOOL NAME) has signed up a team(S) to participate in the F1 in Schools Technology Challenge, powered in Ireland by Irish Computer Society. Members of the team(S) (NAMES) will be required to make an aerodynamic model F1™ car which will be raced against other participating schools in the Regional Finals in March and National Final in April. This is the sixth year for the competition to run in Ireland under the guidance of the Irish Computer Society (ICS) in partnership with Discover Science & Engineering.

(STUDENT NAME) of (SCHOOL NAME) explains why their school chose to enter F1 in Schools Challenge: QUOTE – (about 2-3 sentences long).

(SCHOOL NAME) team(S) will be required to write a five page plan explaining how they would go about putting their model F1 car together should they qualify for the Regionals.

Once a school team has qualified they will receive a kit which includes balsa wood for making the model. Ongoing support will be offered and the school will be paired with a _Formula 1 Make Centre_ i.e. a college or university with the necessary equipment for milling the models. This interaction with colleges will give students an introduction to Engineering, Science and Technology choices at third level. The colleges will offer their paired teams the opportunity to visit their facilities for design tutorials, to show models being made and cars being tested. All participating schools also get free computer design software with which to form their creation.

Visit www.F1inSchools.ie for more information on the Challenge_._

For further team information, contact:

MARKETING MANAGER'S NAME AND CONTACT DETAILS HERE

SCHOOL TEACHER'S NAME AND CONTACT DETAILS HERE

Extra Information which can be included in the Press Release
- The F1 in Schools Challenge is an international competition which now attracts more than 90,000 students across the world in a frenzied dash to design, build and ultimately race model Formula 1 cars powered by compressed air.

- The competition is open to secondary schools nationwide, to design and manufacture model racing cars powered by compressed air. Each car measures about 25cms long. Student teams will compete against each other in a National Championship to determine the best-engineered and fastest car in Ireland.

- The winning car will be judged on design, speed and the school team's full project presentation.

- The overall winning team at the World finals, due to be held in Autumn 2012, will receive stunning prizes, including The Bernie Ecclestone Trophy and a three year full scholarship to study Motorsport and Automotive Engineering at City University London. This year's winning team from Ireland will go to the World finals in 2012, at a location yet to be decided.

- This exciting competition will expose students to 3D modelling, virtual wind tunnels, graphic design, project management, fund raising, computer-aided manufacturing, sponsorship and team work.

- The Challenge was originally developed in the UK seven years ago and has spread to schools in 34 different countries including Australia, Brunei, Canada, Hong Kong, Korea, Portugal, Scotland, Singapore, South Africa, Thailand, UAE, and the US.

<u>*SAMPLE PRESS RELEASE 2*</u>

(SCHOOL/TEAM NAME) successfully gets through F1™ in Schools' Qualifying Stage!

Or

(SCHOOL/TEAM NAME) drive towards F1™ in Schools' Regional Finals!

County, DATE, - (TEAM NAME) from (SCHOOL NAME) are delighted to see their hard work in research and preparation for their project plan has paid off as they have successfully gotten through the Qualifying Stage of the F1 in Schools Technology Challenge, powered in Ireland by Irish Computer Society. This is the sixth year for the competition to run in Ireland under the guidance of the Irish Computer Society (ICS) in partnership Discover Science & Engineering.

Team Manager (STUDENT'S NAME) describes the work their team as put in so far to get to this stage in the competition: QUOTE – (About 2-3 sentences long).

The Qualifying Stage consisted of a five plan on how (TEAM NAME) intended to create their 25cm balsa wood Formula One™ car by showing their research, proposed budgets, designs etc. In order to encourage creativity and originality amongst the entrants extra points were given to teams who submitted one additional item along side their mandatory 5 page plan. This item could be anything from an additional page in the plan, a PowerPoint slide, a video etc.

Marketing & Communications Manager (STUDENT'S NAME) of (TEAM NAME) gives details on their team's originality piece and explains why it sets their team apart from competitors: QUOTE – (About 2-3 sentences long).

(TEAM NAME) looks forward to participating in the Regional Finals on (DATE) in (VENUE). (STUDENT'S NAME) Team Manager explains why s/he thinks that they not only deserve to get through to the National Finals but why deserve to win also: QUOTE – (About 2-3 sentences long). The F1 in Schools National Finals will be take place on 26th April 2012.

Visit www.F1inSchools.ie for more information on the Challenge*.*

For further team information, contact:

MARKETING MANAGER'S NAME AND CONTACT DETAILS HERE

SCHOOL TEACHER'S NAME AND CONTACT DETAILS HERE

Extra Information which can be included in the Press Release
- In this competition teams will be using compressed air canisters to power their 25cm long model cars to achieve scale speeds in excess of 350kmph.

- The F1 in Schools Challenge is an international competition which now attracts more than 90,000 students across the world in a frenzied dash to design, build and ultimately race model Formula 1 cars powered by compressed air canisters.

- The competition is open to secondary schools nationwide, to design and manufacture model racing cars. Each car measures about 25cms long. Student teams will compete against each other in a National Championship to determine the best-engineered and fastest car in Ireland.

- The winning car will be judged on design, speed and the school team's full project presentation.

(SCHOOL NAME) Students put their Formula 1™ Car Designs through the Mill

Or

(SCHOOL NAME) Students see Virtual Formula 1™ Designs brought to Life

County, DATE - Students from (SCHOOL NAME) saw their Formula 1™ dreams brought to life recently, when they visited the (NAME OF COLLEGE) F1 in Schools Make Centre for the manufacture of their model Formula 1™ car design. The students (NAMES) are participating in the F1™ in Schools Technology Challenge, powered in Ireland by Irish Computer Society This is an international competition to design, build and race model Formula 1™ cars powered by compressed air canisters. The competition is run in Ireland by the Irish Computer Society in partnership with Discover Science & Engineering.

The (TEAM NAME) team has been working hard since September, using Computer-Aided Design (CAD) software to create virtual 3D models of their car. Once the design specifications were finalised and having successfully completed the Qualifying Stage (a 5 page project plan), the next step was to bring them to the (NAME OF COLLEGE) Make Centre, which has the specialised equipment required to manufacture (or "mill") the cars. Using sophisticated computer systems, the college transformed the design into an actual, 3D balsa wood racer, right before the students' eyes.

(NAME) of (SCHOOL) explains how exciting it has been to see their virtual car plans brought to life: (QUOTE – about 2-3 sentences long).

In addition to providing the equipment and expertise to manufacture the cars, the collaboration with (COLLEGE NAME) allowed the students to view a manufacturing system at work and see what the job of an engineer is really like.

(MAKE CENTRE COORDINATOR NAME) explains how working with the students' designs has provided a great opportunity to introduce them to the exciting world of science, engineering and technology: (QUOTE – about 2-3 sentences long).

Now that the car has been manufactured, the team turns its attention to final finishing and race preparation. The car will be finished with high quality paint in the team's (TEAM COLOUR(S)) colour scheme and decorated with sponsor stickers and advertising (2-3 SENTENCE DESCRIPTION).

For further information, contact:

MARKETING MANAGER'S NAME AND CONTACT DETAILS HERE

SCHOOL TEACHER'S NAME AND CONTACT DETAILS HERE

Extra Information which can be included in the Press Release

- Race day is now fast approaching, with Regional finals taking place in early March and National finals in April. Teams will be judged on multiple criteria, including car design and speed, displays of portfolios and verbal presentations.

- The national winners of the 2011/2012 season will gain the chance to represent Ireland at the World finals in 2012.

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(SCHOOL NAME) Team on Starting Grid for Formula 1™ Challenge Finals

Or

(SCHOOL NAME) Team heads for Formula 1™ Chequered Flag

County, DATE – Team (TEAM NAME) from (SCHOOL NAME) is revving up this week for the regional finals of the F1™ in Schools Technology Challenge, powered in Ireland by Irish Computer Society. The international competition, which is run in Ireland by the Irish Computer Society (ICS), challenges secondary school students to design, build and race model Formula 1™ cars powered by compressed air canisters. The Irish (Eastern/Southern/Western) Regional finals take place on (DATE) at (VENUE).

Team (TEAM NAME) members (NAMES) will go head-to-head with teams from throughout the region, testing the speed and engineering quality of the F1™ model car on which they have been working since September. Using Computer-Aided Design (CAD) software to model the car's design specification, the team then collaborated with (COLLEGE NAME)'s F1™ in Schools Make Centre on its construction. (TEAM NAME) watched as the (COLLEGE NAME) used its specialised manufacturing equipment to convert the team's 3D designs into a real model car.

(TEAM NAME) Team Manager (STUDENT NAME) claims that the team has thoroughly enjoyed taking part in the F1™ in Schools Technology Challenge so far and is hopeful of a strong performance in the Regional finals: (QUOTE – 2-3 sentences long).

If successful at the Regional finals, the (TEAM NAME) will progress to the National finals in April. The winners there will earn the chance to represent Ireland at the World Finals in 2012.

Further information:

SCHOOL TEACHER'S NAME AND CONTACT DETAILS HERE

MARKETING MANAGER'S NAME AND CONTACT DETAILS HERE

Extra Information which can be included in the Press Release
- The car, measuring 25cm long and made of balsa wood, could potentially reach scale speeds of up to 350km/hr.

- In addition to racing head-to-head, the competing teams will be judged on the quality of their engineering, marketing, graphic design and resource management portfolios and on a verbal presentation of their work.

Social Media Guidelines for F1 in Schools

Having a social media presence now is a key element in any marketing strategy. You should meet with your teammates and decide what is appropriate for your team. You have lots of options when deciding this, Facebook, Twitter, Linkedin or Blogs. What has worked well in the past for teams is Facebook and Twitter and we have put together a few starting points on both of these for your to consider implementing. It is a fantastic way of building up a decent following of fans and followers and sharing ideas with them and update what you are doing at all the stages. It give your audience direct access to what you are up to. The main advantage is also engaging with your sponsors through these streams. You can be as creative as you want through social media and the great thing is... to absolutely no cost! A little time spent on this can be very rewarding!

FACEBOOK PAGE – GETTING STARTED

Create your page – http://facebook.com/pages/create.php
- Customise your Facebook page with all your relevant information about your team and add an engaging profile picture (180x540 pixels max)
  - Profile picture size: This has been changed from 200x600 to 180x540
  - The ideal dimensions for your photos on top of your page, which shows your image properly is 970px x 680px. Facebook then makes the entire image the thumbnail size, which is 97px x 68px.
- Add administrators (It is really important to have more than one person responsible for this)
- Add engaging profile image (this can be updated as you progress through the competition)
- Create your unique URL when you have 25 fans

IMPORTANT THINGS TO REMEMBER WHEN DEVELOPING YOUR PAGE

- Decide what information you will have on your Facebook image and then decide on the best landing page. (This can change as often as you like or need based on the current status of the team).
- Make sure to build up a community through your friends, family, classmates and other teams in your area and ask them to share your page with their friends and so on.
- Decide what type of content to share (eg. What stage you are at in the process, qualifying for regionals, nationals and also sponsors as they come on board).
- It is really helpful if you write out a plan for what you will post on your page over the next weeks if you can, and set reminders to update this. Make sure there is a person responsible for each of these updates.
- Make sure to have plenty of images conveying how your team is getting on to visually show all the work that is being done by your team. Your sponsors will like to see this and include them in updates as much as you can.
- You can also feature pages and admin if this is what you decide to do. You can feature other Pages your page Likes, or admins of your Page, in the new "Likes" and "Page Owners" sections on the left side of your page.

GETTING STARTED WITH TWITTER

1. Create your account www.twitter.com
2. Add your bio, avatar and a live link.
3. Customise your Twitter design and upload a background image.
   a. Make sure to include your Facebook url in this image see @irishcompsoc for an example of this.
4. @yourname =a public message to or about this person.
5. # =hashtag, this helps you search and categorise posts on a topic.
6. To follow = subscribe to their messages.
7. A DM = a direct/private message on Twitter – you can only send this if they are following you.
8. RT/Retweet + reposting a message from someone else on Twitter and attributing them for the content.
9. Trending topics = most discussed terms of the moment.

HOW TO BUILD YOUR COMMUNITY

- Look at other people's profiles relative to the technology, engineering and F1 industry in Schools and professional and explore their lists.
- Participate in #ff (Follow Friday)
- RT/Retweet relevant messages and engage in conversations so your tweets become worthy of being talked about. (Make sure this is done through context – don't be tempted to hi-jack!)
- Look for relevant conversations and join in!
- Add your profile to your site and other marketing collateral online and offline

TOP THINGS TO REMEMBER WHEN USING TWITTER

- Monitor what is being said and track your links using Google shorter goo.gl (make sure you are logged into Google when doing this)
- Follow people back
- Answer questions
- Watch you follows and un-follows and when
- Keep tweets about your team and its activity

USEFUL RESOURCES

1. The Social Media Guide http://thesocialmediaguide.com/facebook-social_media/
2. Krishna De http://www.facebook.com/KrishnaDe or BizGrwothResources.com

HOW TO STAY SAFE ONLINE

1. **Don't reply** to messages that are meant to annoy you. This is exactly what they want.
2. **Block the sender.** You don't have to put up with someone harassing you - block unwanted senders!
3. **Report problems** you can take control by not putting up with offensive content and reporting it to the website owners when you come across it.
4. **Respect yourself** and others - Know your rights Be creative! Be yourself! Be in control!

   Read more about staying safe online http://www.webwise.ie/