

ENDEAVOUR EXHIBITION: Engineering and IT for the Future



We look forward to having your project be a part of the Faculty of Engineering and Information Technology's Flagship Event; Endeavour Exhibition: Engineering and IT for the future.

Road to Endeavour Competition

This information is provided to help you put your best foot forward in the Road to Endeavour competition. Please read it in conjunction with the [Road to Endeavour Student Information website](#).

The Road to Endeavour Completion is about promoting your project on Instagram and increasing the engagement and awareness of your project and team. The completion is about being create and effective with your team's promotional material.

To register your team, please ensure you complete the [consent form](#) by **Sunday 21 August** and send the completed forms to endeavour-feit@unimelb.edu.au

Judging

Instagram profiles will be judged based quantity of engagement with your campaign as well as the quality of your campaign. Some of the judging criteria includes professionalism, approachability, and accessibility to the public.

Prior to the Endeavour Exhibition, the judging committee will judge the participating accounts and select a shortlist. These profiles will then be revisited on the day of Endeavour to select the top three winners.

To ensure all your Instagram stories are viewed by the judges, please ensure you add these stories to your 'highlights'. [Click here to find out how to turn a story into a highlight](#).

Prizes

1st Prize - \$1,000 per team

2nd Prize - \$500 per team

3rd prize - \$300 per term

Setting Up Your Account

Set up your public Instagram account for your team using your university email address or your personal email.

Please note your account must be set to public to ensure FEIT can view and share your post.

[Click here to find out how to create an Instagram account](#)

Post Suggestions

Week 4 - Introduce your team members

Week 5 - Introduction to your project

Week 6- 10 - Take your audience on a journey, with insight into your project. Consider touching on the following:

- Explain why your design is important
- How it will help society
- How it could be applied in everyday settings
- Reveal some of your processes (zoom meetings, practical building, site visits.) Be sure you have permission from any necessary parties to share any content.

Week 12- Setting up Exhibition and booth details, show people your stand on social media and explain where they can find you.

Confidentiality

If some of your detail or content is confidential, you can be strategic about how you share it on social media. If you have an industry partner, please ensure you/they complete the [industry partner consent form](#).

[How to blur content in a post](#)

[You can also block out sections on your stories with text or shapes.](#)

Hashtags and handles to use

When posting a post on Instagram, we recommend using several hashtags to increase your reach and engagement. When someone searches a hashtag, Instagram pulls results for each post using that hashtag. Using a hashtag helps you reach your target audience, and likewise makes it easier for others to find your information and increase your engagement.

Using the hashtag [#RoadToEndeavour](#) and handle [@engunimelb](#), will also result in the FEIT social media team seeing your posts and give them the opportunity to reshare it.

Other hashtags we suggest using are:

#Engineering

#UniMelb

#engineeringstudents

Useful Links

If you aren't aware of how to post on Instagram stories, we recommend reading this quick guide on which highlights some of it's features. [Guide to Instagram Stories](#)

If you have any questions about the competition, please contact Taylah Davis
taylah@jtproductionmanagement.com

Thank you for being a part of Endeavour Exhibition: Engineering and Information Technology for the future, we look forward to seeing your social media campaign!