

WATERLOO | ENGINEERING

EDUCATING THE ENGINEER OF THE FUTURE

THE FUTURE IS **IN OUR HANDS**



CASE DISTRICT II
CATEGORY 12A: SPECIAL EVENTS -SINGLE DAY
ENGINEERING 7 BUILDING OFFICIAL OPENING
UNIVERSITY OF WATERLOO

**CASE District II University of Waterloo,
Category 12a: Special Events - Single Day Event
Engineering 7 Official Opening and Campaign Closing**

Submitted by: Nenone Donaldson, Director, Advancement
Faculty of Engineering, University of Waterloo
Ndonaldson@uwaterloo.ca 519-888-4567 ext 43696 200 University
Avenue, W. Waterloo, On Canada

SUMMARY

Waterloo Engineering opened a magnificent building and closed down a wildly successful fundraising campaign. We revealed emerging technologies that will propel innovation in Canada (and beyond) and engaged the public with what happens in the research labs of a global Top 50 engineering school. Robots delivered cakes, donut walls enticed students, and self-guided tours saw a seven-storey building thronging with curious humans. Giant video screens delivered a steady stream of stories about the people and technology shaping our future. Students commingled with CEOs while faculty shared the wonders of a fleet of robots to curious youngsters. Throughout the day there were events within events to entertain, education and astound our guests. Our \$25 million transformational donor's identity was revealed after years of anonymity and a vibrant community celebrated.

Waterloo Engineering at the University of Waterloo is Canada's largest engineering school and the epicenter of top engineering talent for the world's leading companies. Ranked as Canada's most innovative university, our reputation for excellence is built on the foundation of co-op education and a bold history of innovation, including an established

entrepreneurial ecosystem. Known as trailblazers in education and innovation, we are also the most sought-after engineering school in Canada by students and employers. What we do here makes an impact on the global stage.

Waterloo Engineering offers 15 bachelor degree programs, including degrees in emerging multidisciplinary areas such as architectural, biomedical, mechatronics, nanotechnology and environmental engineering. All undergraduate programs are 100% co-op, and more than 9,121 co-op positions are arranged for students annually.

- 15 undergraduate degree programs
- 37 graduate degree programs
- World's largest co-op program
- Undergraduate enrollment: 8,034
- Graduate enrollment: 2,099
- Faculty: 318
- Staff: 241
- Alumni: 44,648
- External research funding: \$72.45 million

PRIMARY CONTRIBUTORS

Nenone Donaldson, Director, Advancement - As director, Ms. Donaldson is ultimately responsible for the success of the event. Beyond approving budgets, she worked closely with the team to ensure the objectives were always in focus, the team had the support they needed, the faculty was involved and the donors were engaged with the day's events.

Kari Griffiths, Engineering Event Manager - Ms. Griffiths organizes more than 100 Engineering events each year with the mandate for continuous

improvement as well as delivering unique experiences. Working in tandem with her team she developed creative themes, worked with suppliers, ensured proper execution and was hands-on throughout every aspect of the event which featured multiple events within the event.

Danielle Cross, Digital Manager - Ms. Cross is responsible for all the digital assets including videos, and audio-visual effects, including supervising the professional production team hired for the event.

Brittany Stacey, Donor Relations Officer - Ms. Stacey, along with Ms. Donaldson, ensured the donors were carefully stewarded and their unique experiences seamlessly integrated into the day's event.

Erin Gillespie, Advancement Manager - Tracked all donations, ensured all donors were invited, and managed the complex interactive donor wall information.

Angela Pause, Senior Writer - Conceptualized and created all the messaging; video scripts, self-guided tour book, signage, lobby screens, and speeches.

The day of the event the entire department of 19 people had assigned tasks and roles to ensure the multiple concurrent scenarios were successful.

TARGET AUDIENCE AND ADDRESSING THEIR NEEDS

Donors: Throughout the fundraising campaign, donors gave with the understanding that they were *"Educating the Engineer of the Future"* whether it was through enhancing student experience, establishing chairs in emerging technologies, supporting graduate scholarships or helping to construct Engineering 7 (which would become the "front

door" of Engineering at the University of Waterloo). It was imperative that our donors saw the results of their gifts in the context that they had given. If they had donated to our Engineering Ideas Clinic, we ensured they had a live experience of how students are exploring engineering challenges in this novel space. If they had supported graduate scholarships, they had opportunities to talk to young researchers in the new labs of Engineering 7. Supporters of chairs in emerging technologies could tour the leading-edge technology spaces and talk with the researchers. Intrinsic to the donor experience were VIP Tours, led by senior development officers that were carefully orchestrated to ensure the donor experienced their gift at work. One donor with young children had their entire day filled with personalized child-friendly activities, and escorted by the Donor Relations Coordinator.

At the end of the day, the event space was transformed into an elegant formal dinner for 200 VIP donors and key faculty where they were personally thanked by the Dean of Engineering and the University President.

Transformational Donor: For four years, our transformational donor (\$25 million), who kick-started our campaign, wished to remain anonymous. But several months prior to the event, he indicated he may wish to be named, so we planned for two scenarios. Yet barely a week before the event, he was unable to adjust his schedule to visit. Again, we created an alternate scenario; he would now appear by video, which he submitted just a couple of days before the event. Our digital team went to work to ensure this donor, Chamath Palihapitiya, was properly highlighted and thanked. Despite not having a physical presence, his video remarks concerning the campaign and the Faculty of Engineering's impact were powerful and effective.

Faculty: The impact that fundraising has on the success of Waterloo Engineering is not readily apparent to all 318 members of the Faculty. Our official opening allowed us to showcase these efforts to all faculty members

Students: As a student-centric faculty, and our donors delight in both supporting students, we designed student-friendly swag items, donut-walls, self-guided tours, liquid nitrogen cream making, cupcakes and the opportunity to talk to other engineering students from different disciplines.

Media: The event was also designed to satisfy the media's curiosity in the cutting-edge research that is being done at Waterloo Engineering.

Industry: With strong industry partnerships, this was their opportunity to talk to diverse researchers and build relationships.

OUTSIDE VENDORS

Waterloo Engineering has developed long-standing relationships with AV production providers, video production companies, and special events rental companies in order to execute our always-ambitious events. Because of these trusted relationships, we dramatically reduce potential problems. Our video team, Angle Media, has been with us since the beginning of the campaign so they not only have lots of B roll footage to assist in new video creation (while reducing costs), they understand who our stakeholders are and how we like to communicate with them.

Although we have internal resources for tables and chairs, we use a party supply company for linens and one off items; flower shops for centerpieces; promotional item companies for unique swag; outside graphic designers for quick turnaround of print collateral; local bakeries for mass amounts of donuts and cupcakes; and custom-crafted cakes to supplement our excellent internal catering services. Because planning for this event was a year in the making, we were able to work with all our outside suppliers over the long term to ensure our vision became reality

Although we have internal resources for tables and chairs, we use a party supply company for linens and one-off items, flower shops for centrepieces, promotional item companies for unique swag, outside graphic designers for quick turnaround of print collateral and local bakeries for mass amounts of donuts, cupcakes and custom crafted cakes to supplement our excellent internal catering services. Sourcing the promotional swag began months before the event as we knew we needed something unusual and memorable (the entire 19-person team helped to assemble and repackage the wooden articulated robots weeks prior to the event). Because planning for this event was a year in the making, we were able to work with all our outside suppliers over the long term to ensure our vision became reality.

WHAT MAKES THIS ENTRY DISTINCTIVE

As the premier engineering school in Canada, the bar was set high for the official opening of the Engineering 7 building and the closing of our fundraising campaign. The mission was to highlight our emerging research while also showing the community that our vision for the *Educating the Engineer of the Future* campaign, which involved constructing the \$88 million E7 building was as an astonishing a facility as we had promised. **In one day, we were opening a building, closing a campaign, revealing our transformational donor, unveiling remarkable research labs and thanking everyone for their support. It was multifaceted celebration designed to promote our unique brand.**

The challenge was enormous as E7 was unfinished - AV equipment was still being installed. The building had been open only two months, but classes in session. The new spaces were untested for complex multi-screen AV productions. As workers finished installing equipment, our team would hold a dress rehearsal on a Sunday to nail down the complex timing and cues.

On October 29, 2018, the official opening of E7 featured events-within-events. During the morning, the Dean's Advisory Council met, ensuring that key industry partners would be present for the afternoon speeches. At noon, the Open House kicked off for 1,500+ visitors. An event program doubled as a self-guided tour with each of the seven floors' main research labs and purpose described.

To receive the "robot" swag, tour participants had a passport stamped by a volunteer on each floor. Researchers staffed their labs and explained their work to visitors. Everything that was able to be touched or safely used was available for interactive experiences. The RoboHub was open for tours showcasing the multi-million dollar fleet of robots. The Engineering Ideas Clinic had a day-long civil engineering competition that tested the strength of massive cardboard bridges much to the delight of the visitors. A donut wall and cupcakes were a hit with students. The replica E7 scale model cake was on display and became a social media favorite. The Waterloo Engineering Outreach centre operated kid-friendly activities including serving liquid nitrogen ice cream.

The main floor was re-purposed with a large stage, multiple screens and seating for 400 with standing room for hundreds more. Screens looped videos of highlights from the campaign. At 3 pm, the official speeches began, with the reveal of our \$25 million donor, total raised (\$100 million vs the \$70 million goal) and our impact video celebrated the day's theme of ["Together, we did this."](#) Our transformational donor appeared via a candid video and the E7 replica cake was delivered on stage by a robot. During the official ribbon cutting, VIP tours began and open bars served cocktails. Meanwhile, the team removed 400 chairs and simultaneously set up a formal dinner for 200 on the second floor event space for the private VIP sit down dinner at 6pm with the Dean of Engineering and the University President.

DESCRIBE GOALS AND OBJECTIVES AND HOW THEY WERE MET

We had multiple equally important objectives which demanded a multi-prong approach.

Campaign Close - Wrapping up our five-year campaign, *Educating the Engineer of the Future*, which saw us exceed our \$70 million goal by 42% - we were also revealing our \$100 million achievement. We developed an Impact Video to encapsulate the five-year long campaign into two minutes, with the goal to leave our audience proud of their contribution to the campaign's success and to see the tangible results of everyone working together.

Thanking Donors - It took a hundred plus major donors and thousands of smaller donors to achieve our goal. We had to honour and celebration their philanthropy as well as their commitment into sharing our vision. With the awareness that our VIP donors, both private and industry, are exceptionally busy, we developed a long-term strategy to get the event on their schedule and ensured they had access to key people in the Faculty before, during and after the event. Every high-level donor had customized tours, visits and the undivided attention of our development officers. We realized our objective by having almost all of our key donors attending, often traveling great distances. The verbal feedback was exceptionally positive.

Showcasing our Technology – The E7 building is home to emerging technologies and leading-edge learning spaces; this was our opportunity to showcase it to our stakeholders. Positive feedback is still flowing in four months after the event.

Brand Building - As a top 50 global engineering school, and Canada's largest engineering school, we are continually building our brand and reputation. Showcasing the researchers, labs, facilities and enhanced learning spaces is critical to our brand which includes educating the engineers of the future. We know this was achieved as both our social media coverage skyrocketed that day, as well as the more important international press coverage in engineering/ education publications. . In 2018, our top two stories published in our engineering news site were Opening E7 and our transformational donor - 4,246 views. Another 646 Facebook reactions, 123 shares, and 41 comments. We also had 67 news hits, with a potential reach of 7.1M. We implement Meltwater to extend our content globally. Plus we had more than 1,500 visitors that day who we entertained, educated and celebrated.

Instagram highlight Facebook album

Advancing Advancement - With 318 faculty members, we know that many do not know the role that the Advancement team plays in supporting their research, industry partnerships, lab equipment or funding new buildings. While they understand we fund raise we used this E7 building opening as an opportunity to showcase what we can accomplish when everyone works together - including faculty. We made sure that industry and other donors got to meet with as many faculty as possible to begin the relationship process.

TOTAL NUMBER OF PARTICIPANTS

Approximately 1,500 people (students, faculty, alumni,

DESCRIBE THE PLANNING PROCESS, FROM CREATION TO FOLLOW THROUGH.

Always conceived as the “book end” to our Educating the Engineer of the Future campaign kickoff in late 2014, the official opening of Engineering 7 was designed to be an energetic, interactive opportunity for donors, students, researchers, faculty, staff, industry and community to commingle with a shared sense of purpose. The theme was **“Together, we did this”** with the “this” being our four fundraising priorities: The E7 building; our emerging technology research; the enhanced student experience spaces; and supporting our graduate students with scholarships. It was imperative we showcased these priorities in tangible and interactive ways.

July 2016

- Begin RFP for interactive donor wall as part of Engineering 7 official opening (project ongoing until event)

October 2017

- Secure the date and time to ensure key University personnel, such as our President, were available
- Book caterers & AV providers

November 2017

- Brainstorming for activities, speakers, videos, technology

January 2018

The planning team, comprised of the Director of Advancement, Event Manager, Digital Manager, Marketing & Communications Associate Director, Advancement Manager and Senior Writer, began regular meeting 10 months out (and eight months before the E7 building was completed).

February – May 2018

- Meetings with Faculty heads to gather their input on what research labs will be available and how they can participate through lab tours and interactive displays.
- Custom swag item ordered (wooden articulated robots)
- Catering discussions – no full kitchen in E7 so creative alternatives for formal dinner needed to be explored and tested

June 2018

- Save the date email invites created and sent
- Video Script created & storyboarded
- Book photographer

July 2018

- Tour guide and signage created and designed
- Meetings with cake expert to begin custom design process
- Meet with robotics experts to access availability and usability of robots
- Team afternoon to disassemble robots for custom laser engraving of our faculty logo (in-house)
- Meet with internal stakeholders to confirm activities (Waterloo Engineering Outreach, Engineering Ideas Clinic, Labs)
- Catering & menu finalized

Late August & early September 2018 (as soon as building opened)

- Photography and video footage obtained
- Advertisements for National newspaper created (donor requirement)
- T-shirts ordered for volunteers
- Extreme push to close outstanding gift proposals

October 2018

- Volunteer training
- Digital content finalized
- Robot swag repackaging in gift boxes
- Signage printed
- Tour guide printed
- Social Media strategy created
- October 22-28
- Transformational donor video received and edited
- Dean and President’s remarks prepared
- Day before (Sunday) dress rehearsal for AV
-

October 29, 2018

- Open house, Official Opening, Formal VIP donor dinner

**THE VIDEO CREATED FOR THE OFFICIAL OPENING
OF E7 AND CAMPAIGN CLOSE**

[HTTPS://YOUTU.BE/DDPR6QJJEQO](https://youtu.be/DDPR6QJJEQO)



E7 Self Guided Tour



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THE E7 TOUR

Welcome to the first floor

The first floor of E7 is astonishing. It has everything engineering students dream about: robots, drones, sand pits, water, workshops, machine shops, outreach, hang out zones, study room and a CAD (coffee & doughnuts). There will always be action on this floor because it mixes student experience with leading-edge research along with community outreach. As the gateway to Waterloo Engineering, E7 is also the perfect place to share our storied history that recounts our beginnings in 1957 to the present day. Take a few minutes to view our interactive wall that honours our donors and alumni who have so generously given us their support.



What's happening on this floor?

The Engineering Ideas Clinic™

The goal of the Engineering Ideas Clinic™ is to enhance undergraduate teaching through the creation and delivery of academic, extracurricular, and challenging activity. This can be anything from introductory one-day orientation activities to open-ended, project-based short courses. Engineering Clinics, a hallmark of the Ideas Clinic, are multi-day events where students in teams are immersed in solving large, complex and flexible engineering design challenges. Last year, Ideas Clinic activities reached across 11 different programs, 35 different courses and engaged 3,000 students. The Ideas Clinic in its new home in E7 will allow for dramatic growth and the ongoing development of exciting student-focused activities.



The RoboHub

The state-of-the-art robotics research hub with its unique fleet of humanoid, aerial, ground, and magnetically levitated (maglev) robots enables ground-breaking research on multi-robot teams. The potential to combine these diverse types of robots into highly efficient and autonomous teams stands to revolutionize a wide range of industries with far-reaching societal benefits. The research team at RoboHub is made up of experts in mechatronics, microbotics, autonomous robotics, multi-agent networks, magnetic levitation, nonlinear control systems, artificial intelligence, and human-robot interaction.

Engineering Outreach

Waterloo Engineering Outreach engages young people in the world of science and engineering by igniting their natural curiosity and cultivating a commitment to lifelong learning, discovery and invention. We do this by having current university students, already passionate about engineering and science, offer hands-on activities that demonstrate theories and principles to elementary and high school youth. Engineering Science Quest (ESQ) camps, workshops, leadership courses, events and initiatives, along with supporting female engineering students through Women in Engineering programs, are some of Outreach's community focus. This new space in E7 means we now have the room and resources to bring elementary and high school students to our campus for activities and workshops.

Student Quiet Study Space

SHHHHHH! Our students asked for student space for studying and quiet collaboration – and preferably with natural daylight – so we built them this awesome spot!

Machine and Workshop

Do you want to make engineering students happy? Give them another fully equipped machine/workshop. Our engineering disciplines demand a confident understanding of how to build the things they've designed and this is the place to do it.

Interactive Donor Wall and From the Mud

Waterloo Engineering celebrates our vibrant community of supporters, past and present. The Donor Wall is our way of recognizing and thanking the individuals and organizations who have generously contributed to all our fundraising efforts including the current Educating the Engineer of the Future campaign. As the founding faculty of the University of Waterloo, our history reaches back to 1957, when what is today a vibrant campus, was once a muddy farmer's field. We honour our unique beginnings through a series of historical photographs.

Each of the seven floors had a floor plan, key feature call-outs, and descriptions of what is happening on that floor from a student and research perspective. Floor stickers and signage ensured people knew what labs to visit - researchers explained their work and how it benefits society. Once you visited a floor, you had your passport stamped - a requirement to receive your wooden Waterloo Engineering Robot.

This guide is able to be reused for future tours to prospective students.

E7 Self Guided Tour included Donor Recognition

Thank you to our generous donors

\$25 million
Anonymous

\$12 million
Anonymous

\$10 million
Anonymous

\$5 million
Carl and Kate Turkstra

\$1 million - \$4,999,999

Ripple
Magna International Inc.
The Esch Foundation
Familie Jacques Lamarre Family
General Motors of Canada Ltd.
Toyota Motor Manufacturing Canada Inc.

\$100,000 - \$999,999

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\$10,000 — \$99,999

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Jonathan and Susan Wener
Kate Winko
Jack Wherman
Joshua Wong
Wood PLC
Adrienne Wu

And thank you to all our other generous donors.



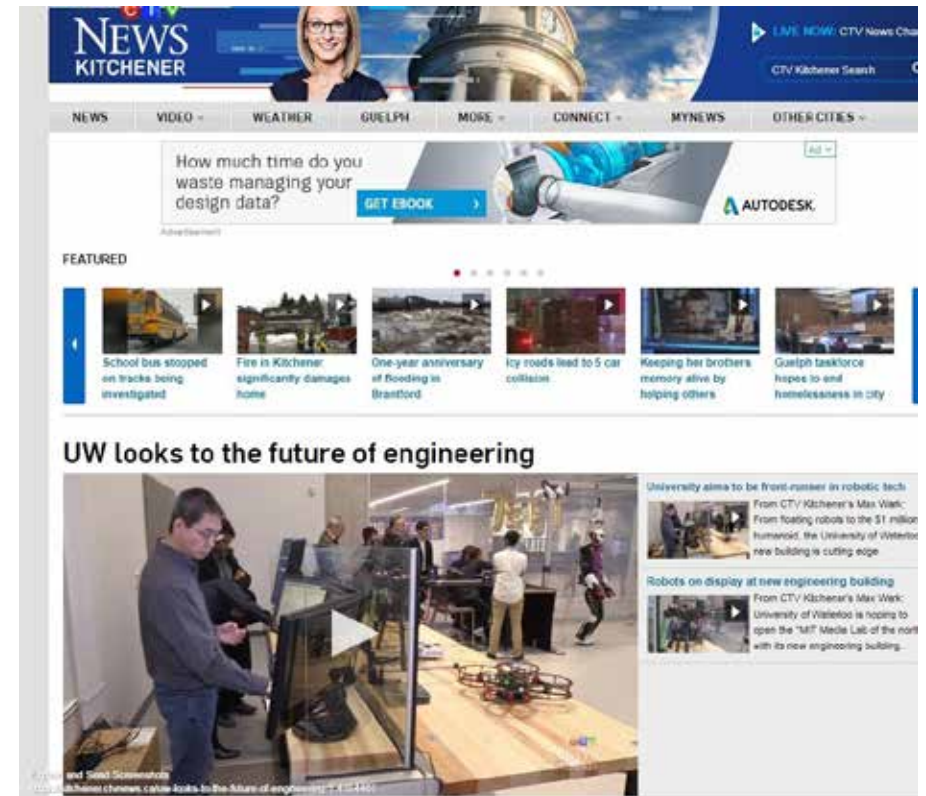
The main floor doubled as the official speech area with the team setting up and taking down 200 chairs within 45 minutes.



Event managers know that the food can make or break the vibe of an event. For the Open House portion of the Official Opening students, donors, alumni and community visitors were treated to a miraculously refilling donut wall, chocolate cream cupcakes in a custom E7 case, Liquid Nitrogen Ice Cream created by the Waterloo Engineering Outreach team and a scale model replica cake of the E7 building that was later delivered to the Dean and President on stage via a robot.



We opened the RoboHub for guided tours. Our fleet of diverse robots is the only one of its kind in the world and as such is of great interest. Media was especially interested in this technology featuring [two stories on that day's news.](#)





Tours and interactive displays were essential to the Open House.





Extensive signage and explainers helped visitors understand what was happening on every floor.







After the Open House, official ceremonies and ribbon cutting were completed, the chairs were removed for the cocktail reception while the formal VIP dinner was set up. The Event Space forms an integral part of E7 as more than 100 events are hosted each year by the engineering faculty under the guidance of our event manager.



Chamath Palihapitya, our \$25 million transformational donor, shared his feelings about Waterloo Engineering in this [video](#).

DIGITAL - BUILDING BRAND THROUGH CONTENT AND SOCIAL MEDIA

Throughout the duration of the public phase of the Educating the Engineer of the Future campaign, a content management website became the central digital communication tool where people can find information about Engineering 7 and the campaign goals.

<https://engineerthefuture.ca/>

It was an integral part of the digital strategy that connected the construction and opening of the E7 building with the campaign. It included a virtual tour of the building before construction was complete. The website continues to be useful as a repository for Waterloo Engineering stories on students and research.



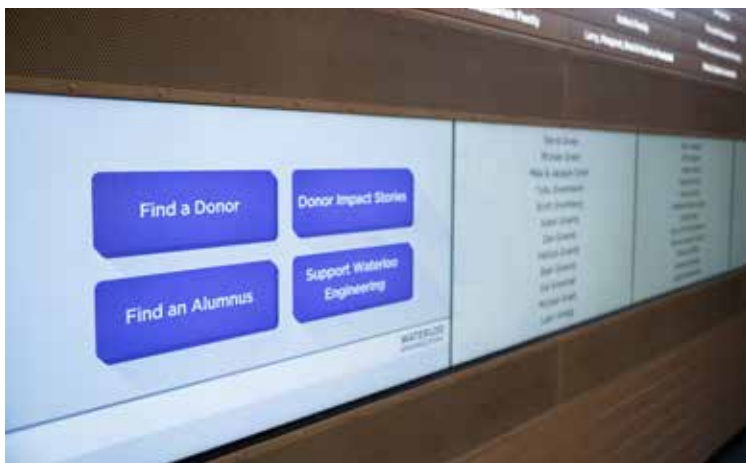
The social media manager ensured Instagram, Twitter and Facebook had plenty of photos and updates to share worldwide. Because we were already at full capacity for the event we did not require any social media coverage prior to stimulate attendance.



Three generations of the Lamarre family were part of the unveiling of the plaque that bears their name in honour of their philanthropic gift to the Faculty.



For the first time in 60 years, the history of the Faculty of Engineering is captured in photographs. The photo wall allows students and visitors to trace the beginnings of the University's first faculty (Engineering) in 1957 to the present.



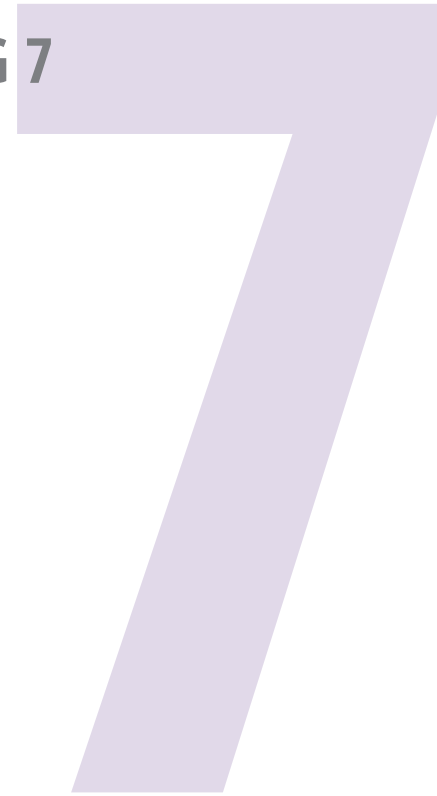
Our interactive donor wall allows visitors to see who has given to the faculty over the years.







ENGINEERING 7



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