



UW Technology in Nuclear Showcase Lessons Learned

1. Context

In January 2023, the UW NAYGN Chapter hosted a Technology in Nuclear Showcase featuring six different technology-oriented nuclear companies including Ontario Power Generation, Kinectrics, Nuclear Promise X, Westinghouse, Deep Trekker Inc., and SNC-Lavalin. The companies brought in their modern technology used in the nuclear industry such as the Boston Dynamics SPOT robot, VR headsets, and custom robotics tooling. This was a tradeshow-style event that ran for the entire day in an open forum, which met the following objectives:

- Showcase robotics and other modern technology being implemented in the nuclear industry.
- Advertise opportunities to get involved and if applicable, coop opportunities, available for uWaterloo students.
- Raise awareness about different companies in the nuclear industry to generate interest among the young generations of professionals.

Overall, the event successfully achieved all of its objectives as it had almost 1000 students and staff participate in the event throughout the day. Hence, this document outlines some key lessons learned that supported the success of the event as well as opportunities for improvement.

2. Lessons Learned

- **Tailor an idea to meet the needs and interests of your school.**
 - While we could have held a traditional job fair or information session/industry night, we understood that Waterloo students are very interested in modern technology and robotics as well as co-op opportunities, so we thought it would be interesting to combine these two ideas in a way that was beneficial to students.
- **Identify potential participants well in advance.**
 - The idea for the technology showcase was first brought up among our NAYGN executive team in the Spring term with plans for a Winter 2023 event. We sent an email to the NAYGN LCLs in September asking to inform us if they'd be interested in a potential technology in nuclear showcase. At this point, the logistics and event date were not decided, but it was intended to gauge how much support we would have to run the event.
- **Set up a preliminary meeting to work with the potential participants to iron out the rough event details.**
 - We wanted to host an event that would benefit both the participants and our chapter. As such, we set up a meeting in early October to outline the event objectives and provide a forum for the participants to suggest their ideas.
- **Provide clear deadlines for indicating availability and logistic requirements.**
 - Given the busy schedules of the potential participants, it was challenging to get all of the required information in a timely manner from all the participants. After the meeting in early October, we set a hard deadline of October 31st (approximately 3 weeks) to complete a spreadsheet indicating the primary contact and logistical information



including availability on the event date, number of tables and chairs, etc. This information could have been received faster by simply sending an email prompting the participants to respond with the required information in a shorter time frame.

- **Work with your school to book the event space, equipment, parking, and if applicable, wifi, at least 2 months in advance.**
 - Once the information was received from all participants, we worked with the Waterloo staff to book the required things in advance to guarantee their availability and delivery in a timely manner.
- **Select an event space that has high student traffic.**
 - Since our event was a trade-show style event that was running for the entire day, we selected Waterloo's Engineering 7 building event space, which is one of the highest traffic areas on campus that is an open atrium-like space. This allowed for passerby students to drop by the event at a time that worked for them.
- **Advertise through multiple channels starting 2 weeks before the event.**
 - We had a social media campaign on Instagram advertising the event and also sent messages through email and Discord to reach different audiences. We placed posters throughout campus, including faculties outside of engineering, and reached out directly to staff to share the event with their classes. Working with the Waterloo IT staff, we completed a form to make the event a formal event under the Faculty of Engineering as well as through the coop department.
- **Provide an incentive to students who participate in the event.**
 - We had a passport program where we printed business cards with each company's logos and bought stickers for each of the participating companies. The students were required to engage with at least three companies and get stickers from them, which would enable them to get a cookie. If they got stickers from all six companies, they got a chance to win 1 of 4 \$25 Amazon gift cards in a raffle prize draw. This resulted in students actually participating in the event instead of taking the cookie and leaving. At one point, we ran out of passports, so we had to improvise and tell students to put the sticker on a napkin or their hand.
- **Reach out to participants to sponsor refreshments, giving sufficient turnover time for the sponsorship (6-8 weeks).**
 - We reached out to the participants indicating that we wanted to have cookies available for students that participate in the event as well as a raffle prize draw. Westinghouse offered to sponsor the refreshments.
- **During the event, arrive at least 1 hour in advance with volunteers to support the set up.**
 - When we arrived at the event space storage, which contained the tables and chairs, there were missing tables, so having the additional buffer time allowed us to contact the correct staff and find the missing tables. The UW NAYGN volunteers set up the tables and chairs to streamline the work for the participants. We were also readily available to support their requests and set up.
- **During the event, frequently check in with each of the participants to ensure they have all the resources they need.**



- Since we provided stickers for the passport program, we checked in with the participants to ensure they didn't run out of stickers. We also brought water bottles to hand out to the participants and checked in with them to ensure that they had the opportunity to take breaks.
- **During the event, have some mini “spotlight” events to attract attention.**
 - Earlier on, some students did not know if they could simply walk into the event. The SPOT robots were controlled to walk up and down the stairs to attract attention and direct the students to the event, where the UW NAYGN volunteers informed them that they could indeed participate.
- **Use the event as a means of promoting your local NAYGN chapter.**
 - While the focus of the event was the companies showcasing their technology, we had our UW NAYGN poster board with a QR code to sign up for our chapter's mailing list. When informing students about the event, we encouraged them to sign up for our mailing list to hear about more events like this one. Some students indicated that they were interested in getting more involved in our chapter based on this event.

3. Contact Information

For further information regarding the UW Technology in Nuclear Showcase and the lessons learned, the Waterloo NAYGN Chapter can be contacted through their chapter email, uw.naygn.chapter@gmail.com.