

FuelRCA

'FuelRCA know their market, their value proposition is clear and their delivery is highly regarded.'

—
Plymouth University
delegate
IEEC 2013

FuelRCA is the Royal College of Art professional development service. It helps students prepare for life after graduation, and supports alumni as they set up their own practices and gain employment in the creative industries. FuelRCA complements the discipline-specific support given by RCA Schools and programmes, and incorporates the latest thinking on enterprise, employability and entrepreneurship education.

Thirty-four talks, workshops and clinics were held, attended by 54 per cent of students and increasing numbers of recent graduates. Many events were streamed live and archived on the FuelRCA website, which was used by 49 per cent of students.

An Employers' Forum was launched, where alumni holding senior roles in business and commerce helped current students understand the skills and attitudes they need to gain employment, and explored how companies might make more of their talents. This was followed by a memorable seminar on the hidden job market with renowned career coach John Lees.

Eight groups of alumni completed the first PwC-RCA mentoring programme for creative start-ups. They had each received 18 months' coaching from business consultants at PwC, giving them the confidence to combine business rigour with creative thinking.

Top lawyers from Stephenson Harwood continued to provide generous *pro bono* advice on patents and other intellectual property rights, while Henry Lydiate gave a fascinating lecture on fine art copyright and how to engage with the art market.

An annual Christmas Workshop was added to FuelRCA's mentoring partnership with the Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA) Faculty of Royal Designers for Industry (RDIs). Hosted by ceramicist Robin Levien RDI, the workshop helped 15 alumni reflect on the career decisions they were facing six months after graduation.

fuel.rca.ac.uk