

FuelRCA is the central RCA professional development programme, run by graduates of the College. Fuel helps students and recent graduates progress their careers through interdisciplinary training events, online resources and mentoring, all designed to complement the discipline-specific help provided by each RCA department.

Over the year, the FuelRCA team responded to the harsher economic climate for graduates by developing a new programme of employability-related training events, expanding its network of professional trainers and business mentors, and launching a new website.

Over 80 students attended a 'PR and Marketing' seminar at RCA Battersea, while a series of clinics on intellectual property rights, company formation and taxation were held with the support of Stephenson Harwood, KPMG and HMRC. The Royal Designers for Industry (RDI) mentoring programme continued to help graduates reflect on their career paths, with the help of Malcolm Garrett, Robin Levien, Chris Wise and other RDIs.

For 20 of the most entrepreneurial RCA students, we organised an intensive programme of business planning and presentation skills training, in preparation for their pitches to over 30 angel investors at the College's first-ever 'Selected Start-ups' investment evening.

New to FuelRCA's activities are the 'FUELing Debate' series, which bring renowned practitioners together to discuss the philosophical side of working life. We began with 'Fasten Your Seatbelts' – a thought-provoking debate about opportunities in the post-election landscape, with Conran CEO Roger Mavity, designer Paul Priestman, futurologist Melanie Howard and Sarah Weir of the Olympic Delivery Authority.

Another exciting development was FuelRCA's rebranding by RCA alumni Julia, and the launch of our first public website: www.fuel.rca.ac.uk. This contains practical information on building a career within the creative sector, advice from RCA alumni, and video interviews with high-profile professionals talking about their working lives – from fashion designer Betty Jackson to the BBC's Rory Cellan-Jones.

WEDNESDAY

22 JAN

DARWIN BUILDING
SENIOR COMMON ROOM



*how
to write
right*

A GUIDE TO PROFESSIONAL
PRACTICE WRITING

This event will explore the relationship between writing and your practice. Whether it is design or fine art. The topics covered will be: writing as an intrinsic part of your work, writing becoming the work itself. Writing about others and writing as a critic.

Speakers:
Max Comfort

24 talks & workshops
728 attendees at Fuel events
2,914 Fuel intranet visitors