

# FuelRCA

‘The FuelRCA courses have been a really useful supplement to my MA. They were my favourite “extra” events to go to at the RCA.’

**Current MA Student, 2011**

FuelRCA is the Royal College of Art’s professional development service, founded to help students and alumni as they set up their own practices or gain employment in the creative industries.

Fuel ran a lively events programme throughout the year, with over 650 students and alumni attending seminars and talks on popular topics from presentation skills (with PR expert and magician Nick Fitzherbert) to understanding copyright and patents, filling in your tax return and handling the media. New for 2010/11 was a series of workshops on how to interpret future trends for business, led by Melanie Howard of the Future Foundation.

Master classes by leading business, art and media experts including Charles Handy, Kenny Schachter and Martina Schmuecker attracted interested audiences and much debate.

Fuel also delivered in-depth business training for student start-ups pitching to investors at the College’s ‘New Design Ventures’ investment evening in May, and organised a social enterprise event featuring investors and entrepreneurs.

The series of expert clinics was extended with the generous collaboration of legal firms Stephenson Harwood, Kilburn and Strode, and Carbon Accountancy, during which students received *pro bono* 1:1 mentoring and advice on intellectual property, company formation and other legal or financial matters.

Fuel’s mentoring partnership with the RSA’s Faculty of Royal Designers for Industry continued, with graduates benefiting from the wisdom of Robin Levien, Betty Jackson and other RDIs, while special access to Imperial College Careers Service greatly helped those students seeking to clarify their options for employment.

A new website was launched, [www.fuel.rca.ac.uk](http://www.fuel.rca.ac.uk), which enables students and recent graduates to access information on the ‘basics’ of running their creative businesses or seeking employment, and inspires them through alumni case-studies and insights.