



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. It complements the discipline-specific support given by RCA schools and programmes, and incorporates latest thinking on enterprise, employability and entrepreneurship education.

Over 35 live events were held, from a webinar on time management with Stanford University's B J Fogg to communication skills workshops in collaboration with the Students' Union and a series of creative business masterclasses with Sotheby's and 10 Downing Street curator Janice Blackburn. Many of these were streamed live and made accessible on the FuelRCA website.

Employability activities included 'Finding your Dream Job' – a two-day workshop on identifying transferable skills, entering the 'hidden' job market, and successful CV writing and interview techniques. Heads of design at Mazda (Germany) and Sisley (Italy) were among senior alumni taking part in a new series of employment webinars for recent graduates, and we collaborated on the RCA's first-ever Industry Night for employers during *Show RCA 2014*.

Enquiries to the Fuel helpline, staffed by a panel of business, legal and career-change mentors, increased significantly over the year, with questions ranging from 'How can I get legal protection for my work?' to 'How should I adapt my CV to professional standards?'

Fuel's mentoring partnership with the Faculty of Royal Designers for Industry (RDIs) at the Royal Society for the Encouragement of Arts, Manufactures and Commerce (RSA) was strengthened by a workshop hosted by new media designer and Master of the Faculty, Malcolm Garrett RDI.

A second 18-month PwC-RCA mentoring programme was launched for ten alumni who had started their own creative enterprises since leaving College. Each start-up was matched with a PwC consultant whose role is to help grow the graduate's confidence in business planning, marketing or finance at regular review meetings.

'FuelRCA's talks, workshops, mentoring and website provide great support for RCA students and alumni. They cover a wide range of professional development topics and skills which help with graduates' transition into the real world, whatever their creative discipline.'

Ritika Karnani
Students' Union President 2013/14,
Royal College of Art