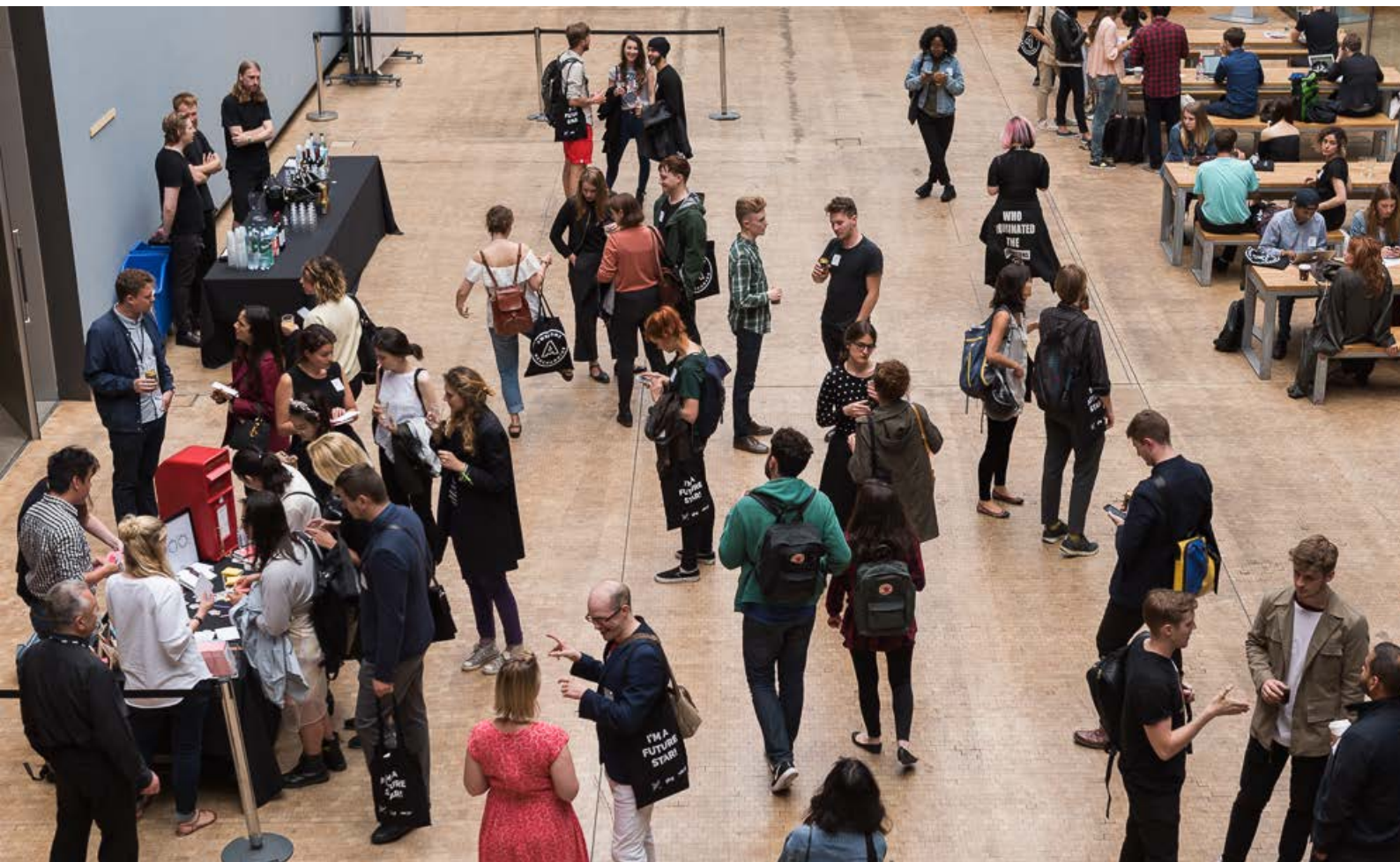




Graduate Futures Week

Partner Information Pack

www.graduatefuturesweek.com



Graduate Futures Week

3-6 July 2017

Across colleges at University of the Arts London

Graduate Futures Week is UAL's annual careers event that supports graduating students to get ahead in the creative industries.

The event offers practical and inspirational talks and workshops, one-to-one support, graduate opportunities and industry networking to provide our graduates with the skills, knowledge and motivation to get ahead in their chosen career as professional creatives, whether employed or self-employed.

The event gives attendees the opportunity to:

- Develop employability and entrepreneurial skills
- Gain a greater understanding of prospects within creative industries
- Consider their own career goals
- Get individual advice
- Be inspired by UAL Alumni and creative leaders
- Connect and network with industry
- Access and take opportunities

The week's activities will take place across UAL's main college campuses on the following dates;

- 3 July - Chelsea College of Arts, Pimlico
- 4 July - Central Saint Martins, Kings Cross
- 5 July - London College of Communication, Elephant & Castle
- 6 July - London College of Fashion, High Holborn

Events are open to **all UAL students, alumni and staff.**

[University of the Arts London](http://www.arts.ac.uk) is Europe's largest university for art, design, fashion, communication and the performing arts.

Graduate Futures Week is led by Careers and Employability in partnership with other UAL departments and staff, and external organisations, and will take place at the end of the final academic term between degree shows and graduation ceremonies.

Event aims

- **Prepare** students for their professional creative career – whether employment or self employment
- **Promote organisations & services** that are available to support graduates outside of the university
- **Promote** relevant **UAL services** available to graduates and current students
- **Provide employment opportunities** and opportunities which help develop & support careers
- **Connect** relevant services and offers to audiences
- **Enable & encourage collaborations** and **networking** between UAL, partners and attendees
- **Showcase UAL** as specialists in employment & enterprise in art & design

Partnering with Graduate Futures Week 2017

We are looking to work with leading creative companies, organisations and professional individuals, UAL Alumni, UAL teams and staff to organise and provide content for the programme in exchange for partnership.

Partnership is by **selection** only, based on submitted proposals. This is to ensure quality, relevance and to minimise duplication of content.

Have a read through the **benefits**, and the **ways you can be involved** this year, with our **tips** on how to put forward the best proposal.

Partnership Benefits

The main benefit of partnership is accessing and supporting an engaged audience of creative graduates from Europe's leading Arts University as they embark on their professional journey in the creative sector.

With the additional benefit of association with University of the Arts London, Graduate Futures Week offers the opportunity to engage with the University's vast network including more than **160,000** alumni, **20,000** students and more than **10,000** external contacts.

Partnership benefits include:

- Promotion of your activity or involvement through our extensive marketing campaign:
 - Social media campaign (+10,000 followers)
 - Newsletter / Email campaign (+30,000)
 - Listed as a partner on the Graduate Futures Week website with logo and web link (+30,000 hits during peak month)
- Enhanced Job Posting on Creative Opportunities Jobs Board (worth £180) **external partners only*
- Talking directly to a captive audience through your event
- Your promotional giveaways or leaflets in our Graduate Futures Week goodie bags / at event
- One customized email to all sign ups to your event (sent via Graduate Futures Week) after event.
- Invitation and opportunity to network with partners and attendees at launch and closing events.
- Opportunity to apply for funding to cover speaker costs **UAL departments and staff only*



How to get involved

If this has incentivised you to get involved with Graduate Futures Week, here is how you can do so:

1. Organise a talk or workshop at a UAL space - Main Programme

Talks and workshops are a great way of promoting what you do directly to a captive audience. We are looking for 1 hour practical, inspirational and useful talks (not sales pitches!) and workshops to support graduates entering the professional world in the creative industries.

We'll provide the space for your talk (with AV facilities), get the attendees in the room (max capacity 80), and you'll receive all the benefits of partnership including being listed on the main programme of events.

Spaces are limited, so we are looking for topics that will reach a wide audience across disciplines. Check out our tips and student responses below for ideas - you can make up to three proposals.

Open to: UAL departments and staff, AND external partners

Submit your online proposal [here](#) by **20 April 2017**

2. Offer CV advice

This event will include a range of one-to-one advice opportunities for attendees, with CV checks being one of the most popular.

If you have experiencing hiring for creative roles and can offer advice about how to best communicate experience, what you should or shouldn't include and how to best format, we'd love you to be involved. It would just be 2.5 hours of your time!

This could also be a great opportunity for you to see CVs of our talented graduates for your own hiring opportunities.

Open to: External partners ONLY

Provide your relevant experience [here](#) by **31 May 2017**

3. Organise your own event in a UAL College - Additional Events

UAL departments and staff can also organise their own event at the relevant college, at a time and space of their choosing, and we'll list it on the website alongside the main programme.

You would be expected to book your own room (should be secured before providing us with information), and provide us with all event information for promotion, and we can take bookings and promote it.

Open to: UAL departments ONLY

Submit your online proposal [here](#) by **20 April OR 31 May 2017**

Event Funding for UAL Departments & Staff

UAL staff and departments who are proposing events can also apply for funding to cover speaker costs. Indicate your interest on the online proposal application forms. Maximum of £240 per event, and funding is limited.

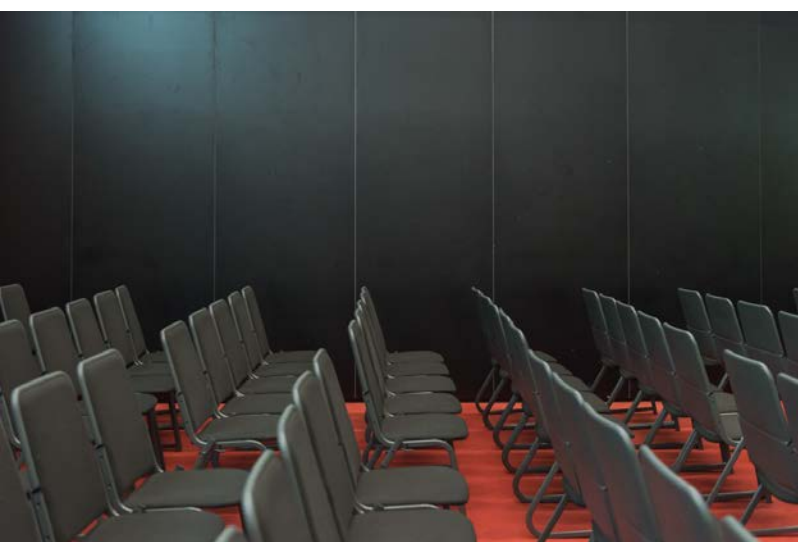
What we are looking for in event proposals

Tips for a good proposal

- Although you may be promoting your service, don't do a sales pitch! Get across your message by sharing knowledge and providing information that will benefit recent graduates.
- You can include your networks, members, clients or staff who can tell their own stories and contextualise what you do
- Use language that will appeal to a young creative audience
- Tell us what the benefits are and what experience you have and therefore why students and graduates would want to attend or meet you
- Check out last year's programme for inspiration at graduatefuturesweek.com/talks

Suggested content topics and areas of interest

- Freelancing
- Pop-up shops
- Intellectual Property / legal
- Business planning
- Showcasing / exhibiting work
- Funding
- Self-promotion
- Manufacturing
- Skills development
- Work visas
- Collaboration
- Co-working
- Business trends
- Finding studios
- Future of creative working
- Portfolio advice
- Social enterprise
- Accessing opportunities
- Professional skills
- Creating websites
- Online profiles
- Web / digital businesses
- Social media
- Pitching / selling
- How to find work
- Networking
- Work experience / internships
- Getting press
- Further education
- Costing & pricing
- Finances / money
- Mentoring
- Future career paths
- Branding
- Confidence / resilience
- International opportunities
- Project / time management



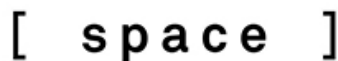
Knowing our audience

Statistics about UAL population and Graduate Futures Week attendees.

- UAL students: +19,000 students from 140 countries
- Degrees / courses available: +100 undergraduate, +90 postgraduate, +1,600 short courses
- Course discipline variety:
 - 3D design and product design
 - Accessories, footwear and jewellery
 - Animation, interactive, film and sound
 - Architecture and spatial design
 - Business & management, and science
 - Communication and graphic design
 - Curation and culture
 - Fashion design
 - Fine art
 - Illustration
 - Journalism, PR, media and publishing
 - Photography
 - Textiles and materials
 - Theatre, screen and performance
- GFW attendee numbers: 900 – 2,000 (1600 in 2016)
- GFW attendee student status: 31% current undergraduate, 19% current postgraduate, 30% alumni/graduate
- GFW college attendees: 9% Camberwell, 26% Central Saint Martins 11% Chelsea, 21% London College of Communication, 27% London College of Fashion, 6% Wimbledon
- GFW attendee diversity: 34% 'First generation' university entrant, 34% BAME (Black, Asian or Minority Ethnic background), 13% Specific Learning Difficult, 5% Disabled



Previous partners



What next?

Graduate Futures Week event and partnership selection will take place in late April, so we will get back to you within 2 weeks of the deadline to let you know if your partnership proposal has been successful.

At this point we'll need confirmation that you can do suggested dates as soon as possible.

Graduate Futures Week Information Session

If you still want further information and to talk to someone in our team directly you can attend the **Graduate Futures Week Partner Information Session** on **Friday 7 April, 10-11am** at University of the Arts London, 272 High Holborn WC1V 7EY.

Please **RSVP** via Eventbrite [here](#).

Contacts

For all other enquires:

Project Manager: Victoria Fabbri, Enterprise & Events Manager, Careers and Employability

Event Coordinator: Simone Thompson, Events Coordinator, Careers and Employability

Event Marketing: Gerda Micke, Digital Communications Coordinator, Careers and Employability

Project Director: Richard Sant, Head of Careers and Employability

Email: gradweek@arts.ac.uk

@gradfuturesweek

www.graduatefuturesweek.com

