

Graduate Futures Week

Partner Information Pack

15-18 April 2019 (across UAL colleges)

www.graduatefuturesweek.com

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Introduction



Graduate Futures Week is University of the Arts London's (UAL) annual careers event, designed to help graduating students to get ahead in the creative industries, either as employed or self-employed professionals.

The week includes: practical and inspiring talks and workshops; one-to-one support; graduate opportunities; and industry networking - all designed to provide UAL graduates with the skills, knowledge and motivation they need to get ahead in their chosen creative career.

Attendees are provided with opportunities to:

- Develop their employability and entrepreneurial skills and knowledge
- Gain a greater understanding of working and career paths within the creative industries
- Consider their own career goals
- Get tailored, individual advice
- Be inspired by both UAL alumni and creative professionals
- Connect and network with industry
- Access and take-up opportunities
- Feel better prepared mentally to deal with life after graduation.

This year's Graduate Futures Week events are due to take place in the following locations:

- Monday 15 April 2019 – **London College of Fashion** (High Holborn)
- Tuesday 16 April 2019 - **Chelsea College of Arts** (Pimlico) and **Camberwell College of Arts**
- Wednesday 17 April 2019 - **Central Saint Martins** (Kings Cross)
- Thursday 18 April 2019 - **London College of Communication** (Elephant & Castle).

Event aims



[University of the Arts London](#) is Europe's largest university for art, design, fashion, communication and the performing arts.

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

Graduate Futures Week is a curated programme of events, which aim to:

- **Prepare** students for their professional creative career and life after UAL.
- **Promote relevant and useful organisations and services** that are available to graduates outside of UAL
- **Create a space** that enables networking, discussion and collaboration
- **Provide employment** and other opportunities that could help to develop and support graduate careers
- **Signpost and create awareness** of Careers & Employability and other UAL opportunities and resources
- **Showcase UAL** as specialists in in enterprise and employability for the creative sector

Becoming a Graduate Futures Week Partner

We are looking for leading creative companies, organisations, professional individuals, UAL alumni, UAL departments and staff to organise and provide content for Graduate Futures Week 2019 in exchange for partnership.

Partners are selected based on the quality and suitability of the proposals they submit. We review all submissions to ensure that content is useful and relevant for our audiences, events are delivered to a high-standard, and to minimise duplication.

Find out more about the benefits of becoming a Graduate Futures Week partner - as well as tips on how to put forward the best proposal - below.

Partnership benefits

Those who partner with UAL for Graduate Futures Week can expect a supporting and engaged audience of creative graduates from Europe's leading Arts University.

UAL is made up of six leading arts colleges: Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Art. Renowned names in the cultural and creative sectors produced by the University include:

- Over half of all Turner Prize winners and nominees since its inception
- 37 of the 80 Royal Academicians - a further 17 are serving or former staff
- Over half of the recipients of British Designer of the Year
- 10 current Royal Designers for Industry for product or industrial design
- Over half of the fashion designers that show at London Fashion Week
- Multiple winners in the most prestigious art and design awards: from the BP Portrait Award; Jerwood Prize; Taylor Wessing Photographic Portrait Prize; Minerva Medal; BAFTAs, Golden Globes and Oscars.

Graduate Futures Week provides partners with the opportunity to get their brand in front of UAL's talented pool of graduates 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:

- Listed as a partner on the Graduate Futures Week website with logo and web link (30,000+ hits during peak month)
- Social media campaign (10,000+)
- Newsletter/email campaign (20,000+)
- Talking directly to a captive and relevant audience through your event
- Enhanced Job Posting on [Creative Opportunities](#) jobs board (worth £180) **external partners only*

- Your promotional giveaways or leaflets in our Graduate Futures Week goodie bags
- One customised email to all sign ups to your event (sent via Graduate Futures Week) after event
- Invitation and opportunity to network with partners and attendees
- Opportunity to apply for funding to cover speaker costs **UAL departments and staff only.*



How to get involved

Want to get involved with Graduate Futures Week 2019? Here are the different ways you can get involved:

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 and workshops (not sales pitches!) 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 100), 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: External partners, and students.

[Please submit your online proposal here by 4 February 2019](#)

2. Offer CV, Portfolio or Expert Advice

Graduate Futures Week includes a range of one-to-one advice opportunities for attendees

CV or Portfolio Advice

If you have experience of hiring for creative roles and/or can offer advice about: how to best communicate experience; what you should/shouldn't include in a CV or portfolio; and tips for presenting and formatting, we'd love you to be involved.

Expert Advice

If you are an expert in an area related to work or self-employment within the creative sector, come share your wisdom with our students. We are looking for anything from marketing to business, finance to finding studios, legal to manufacturing advice.

We request just 2.5 hours (minimum, you can do more!) of your time on date and time of your choice

Open to: External partners, UAL departments and staff.

[Please provide your relevant experience here by 4 February 2019](#)

3. Organise an event in your own space

If you want to bring audiences to you, perhaps to see your space and what's on offer, you can organise an event during the week in your own venue that is any format and any duration.

Open to: External partners, UAL departments and staff.

[Submit your event proposal here by 25 February 2019.](#)

Event Funding / Payment

For UAL departments, staff and students

UAL departments, staff and students who are proposing events can also apply for funding to cover speaker costs. Please indicate your interest in funding when submitting your online proposal. Please note that funding is limited and you can apply for a maximum of £240 per event.

Funding is not available for staff to offer advice.

For External Organisations / Individuals

Generally we do not offer payment or funding for events by commercial organisations (or by individuals from those organisations) but to ensure that sole traders, freelancers and individuals from underrepresented groups are included and not out of pocket, we can offer payment on this occasion if selected. Indicate interest in payment and reason in your submission. Again funding is limited, and please note that you will not be listed as a partner if payment is made.

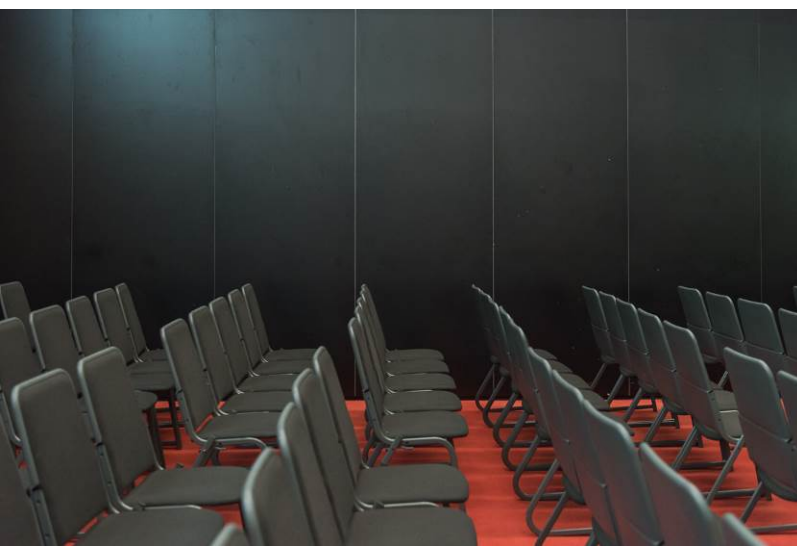
What we are looking for in event proposals

Tips for a good proposal:

- 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/meet you.
- Although you may be promoting your brand or service, please avoid submitting events that are simply a sales pitch. You can get your message across by sharing your knowledge and providing information that will benefit recent graduates.
- If you have networks, members, clients or staff who can tell their own stories and contextualise what you do, consider involving them in your event.
- 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 and pricing
- Finances / money
- Mentoring
- Future career paths
- Branding
- Confidence / resilience
- International opportunities
- Project / time management
- Future of work



Knowing our audience

Graduate Futures Week events are open to **all UAL students, alumni and staff.**

Statistics about UAL population and Graduate Futures Week attendees:

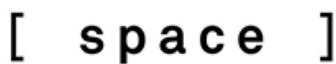
- UAL students: 18,000+ students from 130+ countries
- Courses available: 100+ undergraduate, 90+ postgraduate, 1,600+ short courses
- Course discipline variety:
 - 3D design and product design
 - Accessories, footwear and jewellery
 - Animation, interaction, film and sound
 - Architecture and spatial design
 - Fashion business and management, and science
 - Communication and graphic design
 - Curation and culture
 - Fashion design
 - Fine art
 - Illustration
 - Journalism, PR, marketing, media and publishing
 - Photography
 - Textiles and materials
 - Theatre, screen and performance
- Gender: 75.4% Female, 24.4% Male, 0.2% Other
- Age: 46% 18-20, 40% 21-24, 9% 25-29, 5% 30+
- Ethnicity: 70% white, 28% BAME, 2% unknown
- Disability: 16% declared disability
- 46% Home students, 15% EU, 39% International

Graduate Futures Week 2017/18 – headline stats

- 1,500+ attendees / 50+ events
- Graduate Futures Week attendee student status: 39% current undergraduate, 30% current postgraduate, 25% alumni/graduate, 6% other
- College attendees: 7% Camberwell, 31% Central Saint Martins, 8% Chelsea, 28% London College of Communication, 21% London College of Fashion, 5% Wimbledon
- Overall event rating from attendees: 4.3 out of 5
- 93% of attendees stated that they would recommend Graduate Futures Week to a friend
- 100% of 2017 partners were happy with the attendance of their Graduate Futures Week event and 100% of 2017 partners stated that they would be interested in being involved in future.



Previous partners



If your proposal is accepted

Please note that we will require the following information from you if your proposal is accepted:

- Company logo
- High-quality portrait photograph
- Short professional biography
- Links to your social media channels
- Engaging presentation slides for talk/workshop in PowerPoint/PDF format (if applicable).

What next?

Graduate Futures Week event and partnership selection will take place in early February, so we will get back to you within 2-weeks of the 4 February deadline to let you know if your partnership proposal has been successful.

At this point we'll need confirmation that you can do dates allocated to you 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 **Wednesday 16 January, 2.30-3.30pm** at University of the Arts London, 272 High Holborn WC1V 7EY.

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

Key contacts

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

Event Coordinator: Yayra Dziworshie-Soda, Events Coordinator, Careers and Employability

Event Marketing: Rowan Mills, Digital Communications Coordinator & Vicky Creevey, Marketing Manager, Careers and Employability

Project Director: Richard Sant, Head of Careers and Employability

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Twitter: [@careersUAL](https://twitter.com/careersUAL)

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