



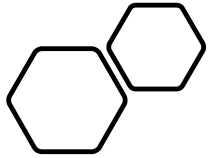
**IP**INCLUSIVE

Working for diversity and inclusion in IP



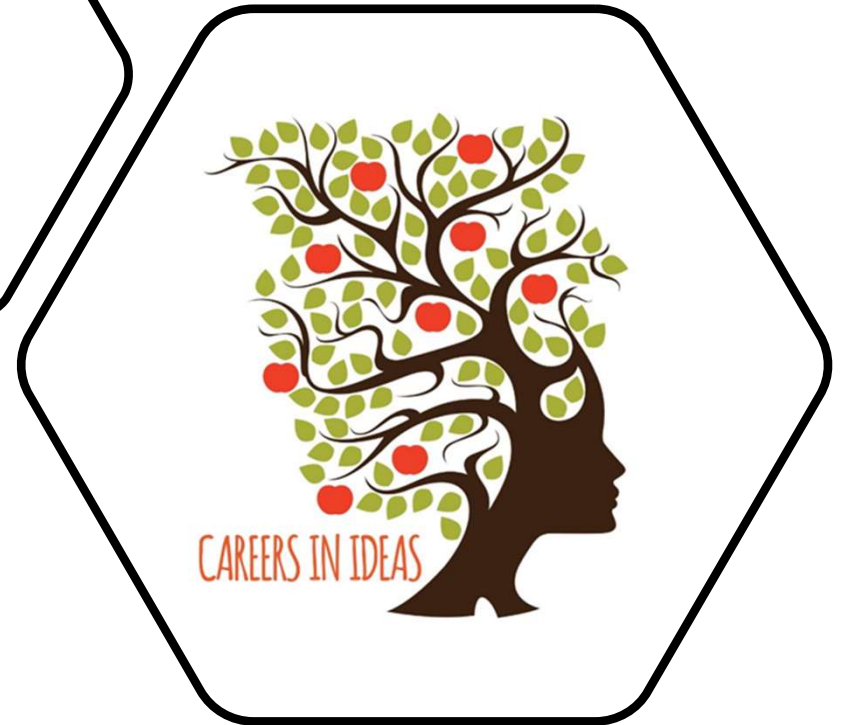
# Careers in Ideas – an overview

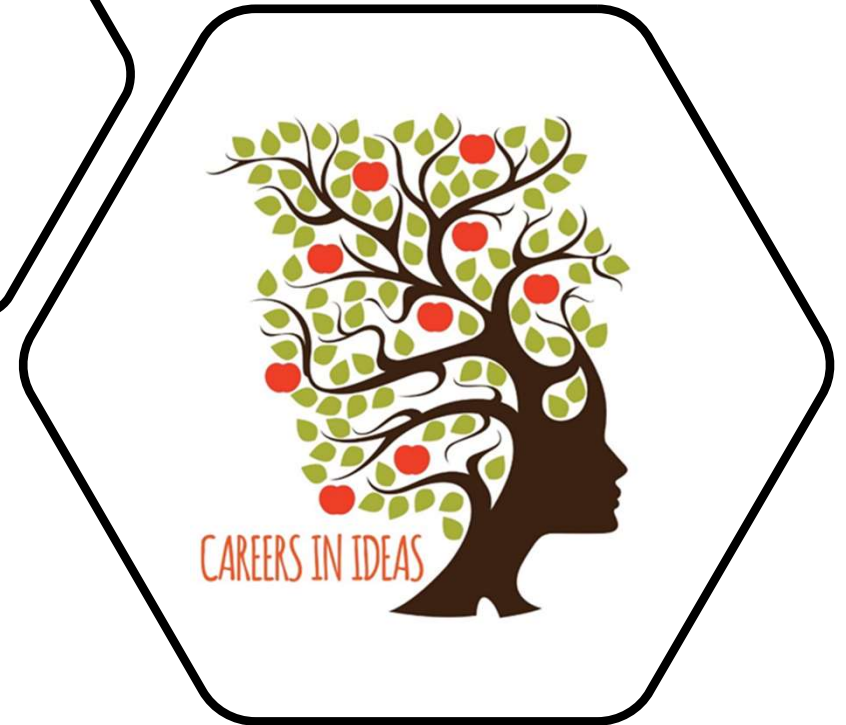
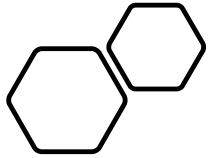
Andrea Brewster OBE (she/her)  
Lead Executive Officer, IP Inclusive  
23 November 2021



## Careers in Ideas

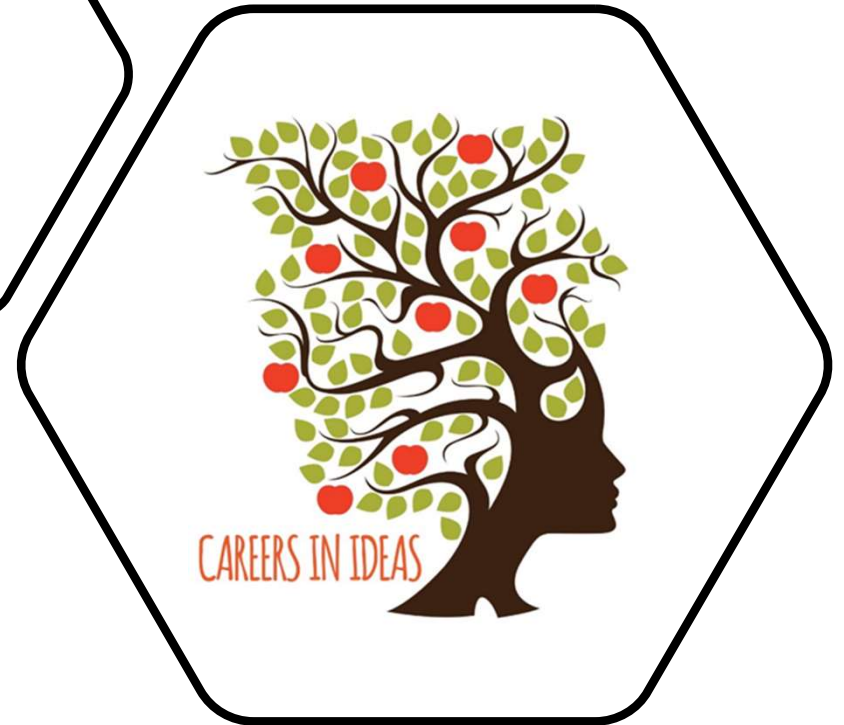
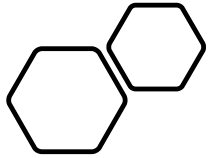
- The outreach arm of IP Inclusive
- Raising awareness of IP-related careers
- Improving access
- Diversifying the pool that the IP professions recruit from





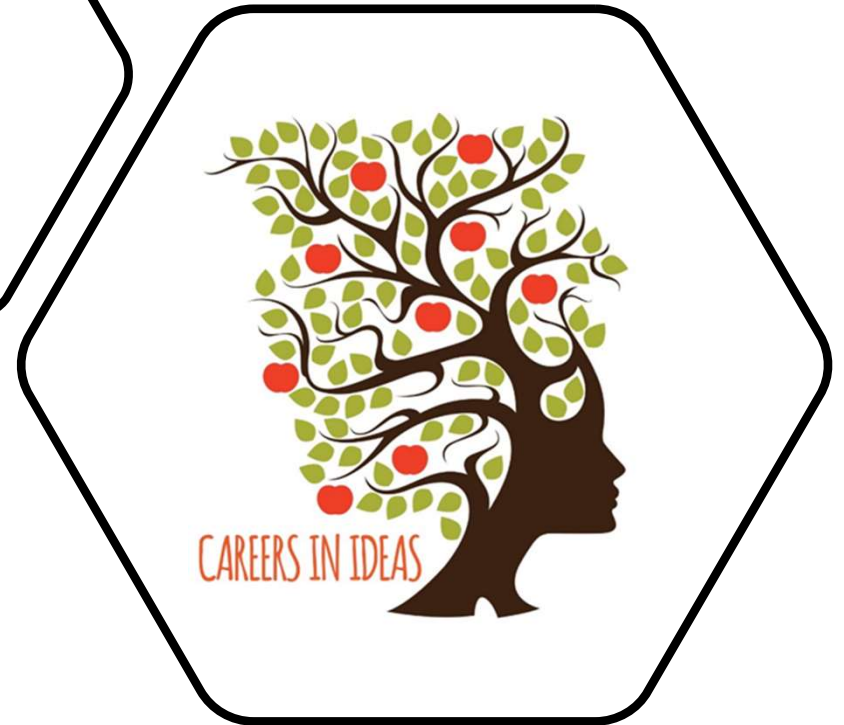
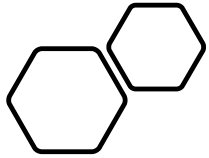
## The basics

- For all IP sector careers (and not just fee earners)
- For all diversity strands, not just eg gender balance or social mobility



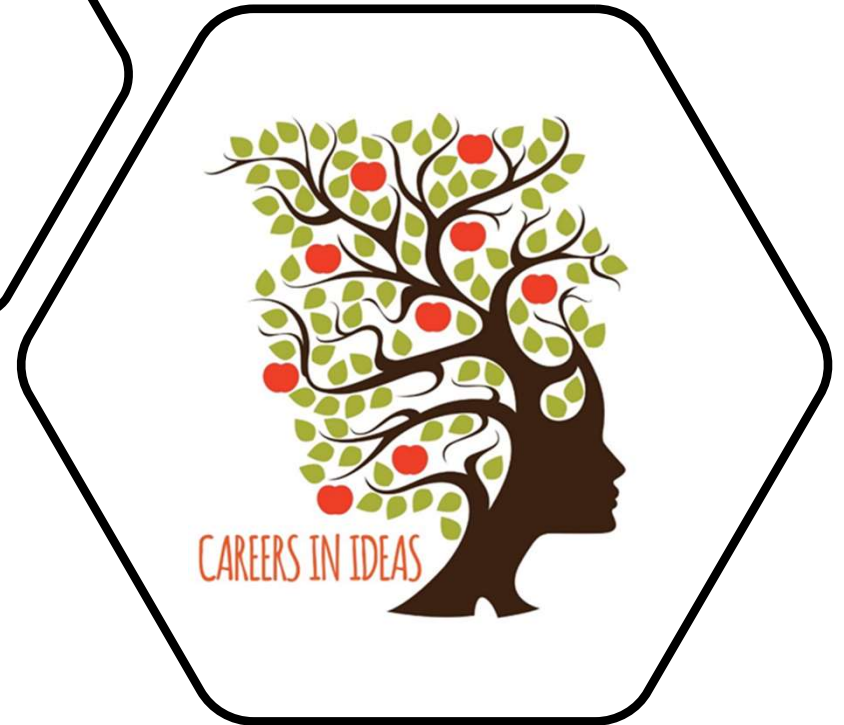
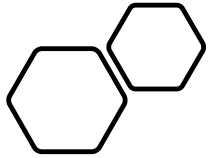
## The basics

- Run by a “task force” of IP professionals from a range of roles, career levels and professional backgrounds



## What we do

- Information, events and resources for students and their advisers
- Resources to support IP professionals' careers outreach activities



# Resources


- Website:
  - <https://careersinideas.org.uk/>



Inbox - andrearbrewster@gmail.com | Inbox - andreabrewstercipa@gmail.com | Inbox - abrewsteripinclusive@gmail.com | Dashboard - IP Inclusive - Work | Life in the Law | LawCare | IP Inclusive - Promote, improve | Homepage - Careers in Ideas

careersinideas.org.uk

# CAREERS IN IDEAS



We all have ideas. Sometimes people will pay you for them.  
**That's intellectual property. IP to those in the know.**  
Have you considered working in IP?

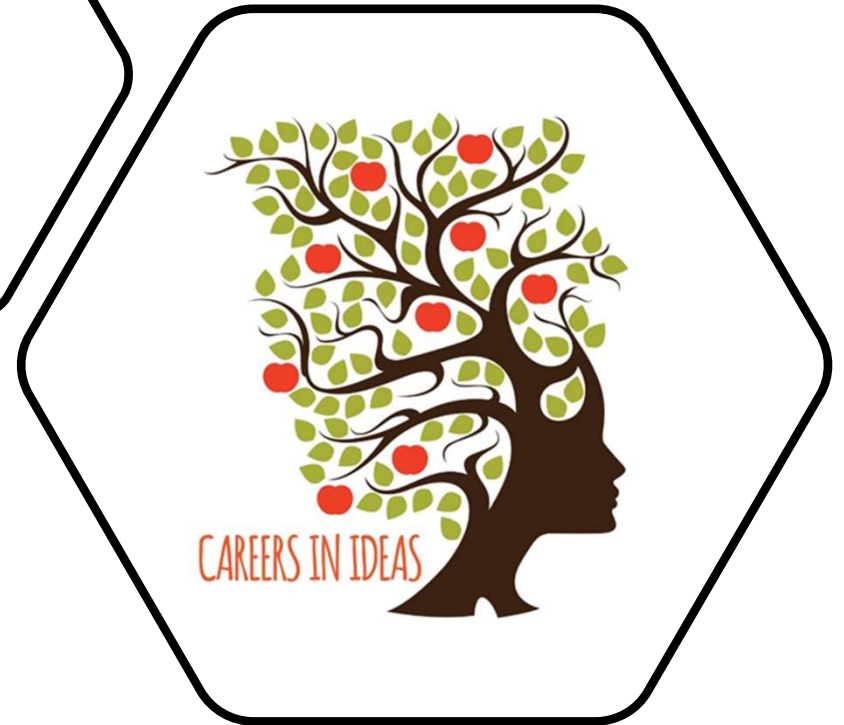
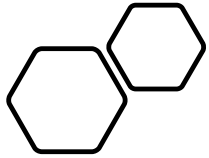
Inspire me  
**Are you here to explore careers for yourself?**

Help me inspire someone  
**Are you a teacher, advisor or parent?**

About Careers in Ideas  
Careers in Ideas is an initiative that was created for anyone

Tweets by @CareersInIdeas

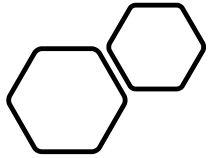
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## Website

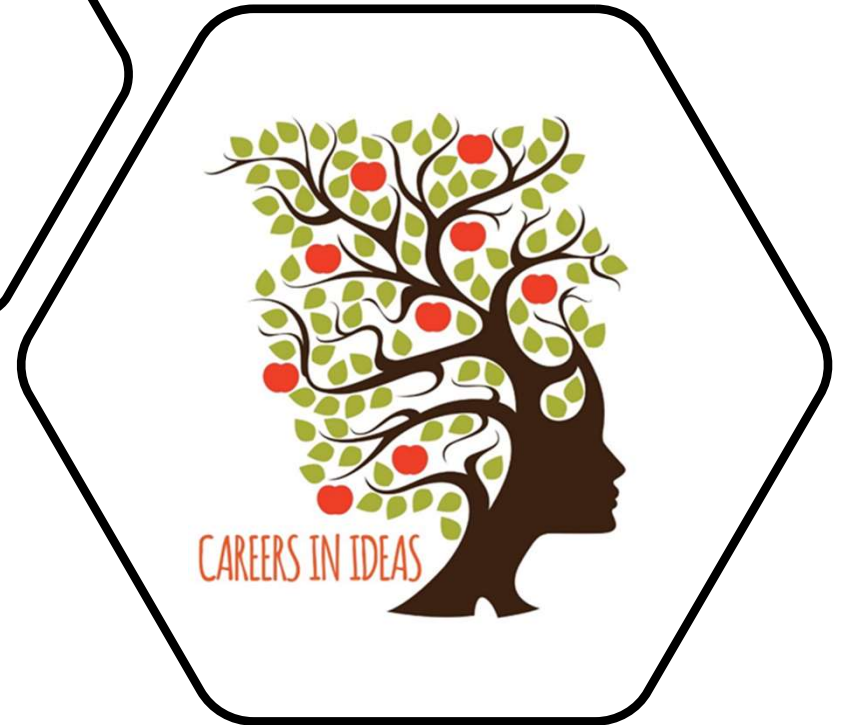
- Showcases all sorts of IP-related careers:
  - Basic information, eg about job description, entry requirements and essential skills, prospects
  - “My Career in Ideas” personal stories
- Opportunities board
  - (Needs more work)
- News, events, resources

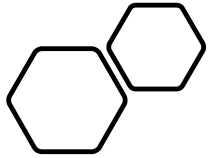




# Outreach resources

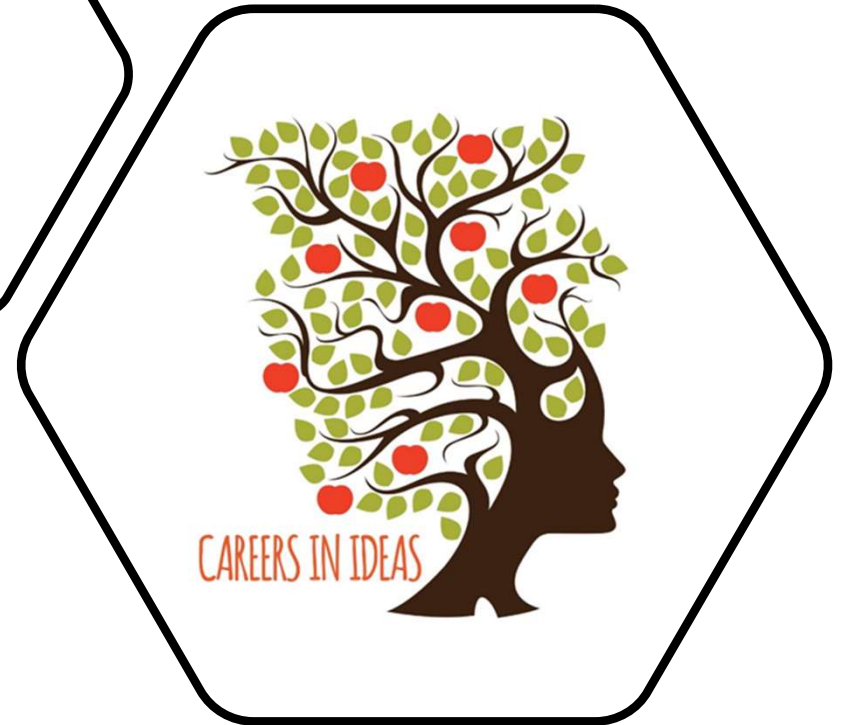
- For eg careers talks, work experience days, etc, including:
  - Careers booklet & “opportunities map”
  - Poster
  - “The IP Crowd” collages
  - Pop-up banners
- Training events

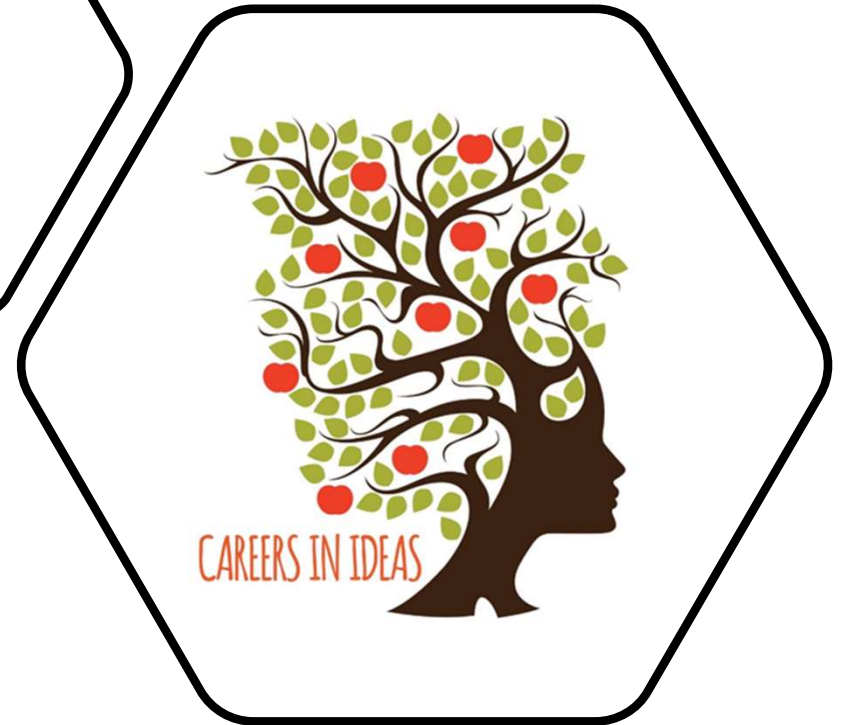
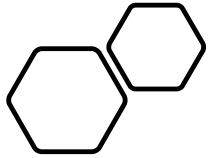




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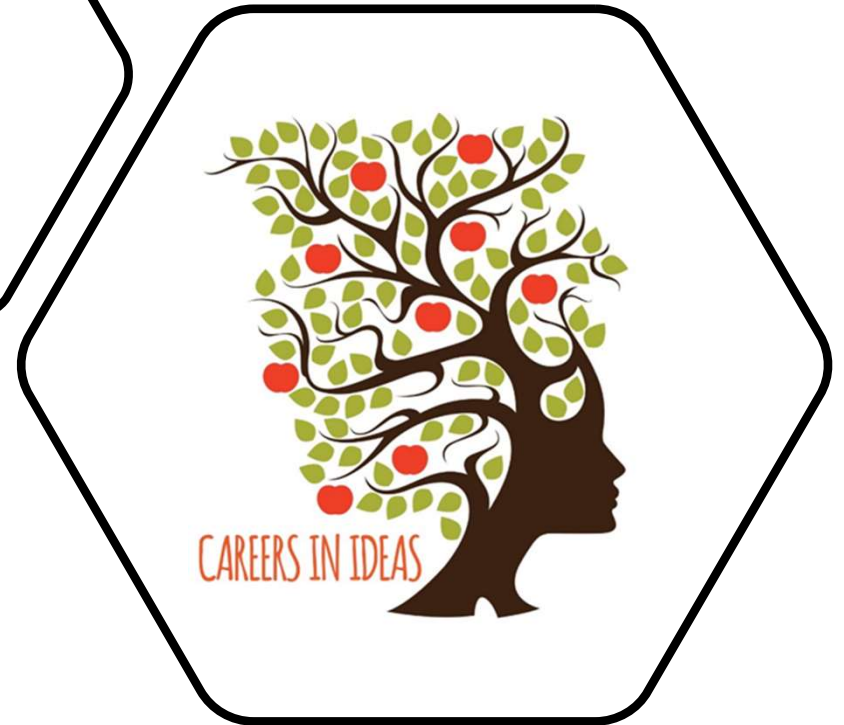
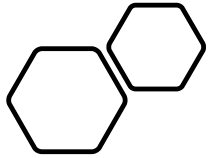
- Directories:
  - Schools
  - Universities
  - IP professional volunteers
  - Relevant charities





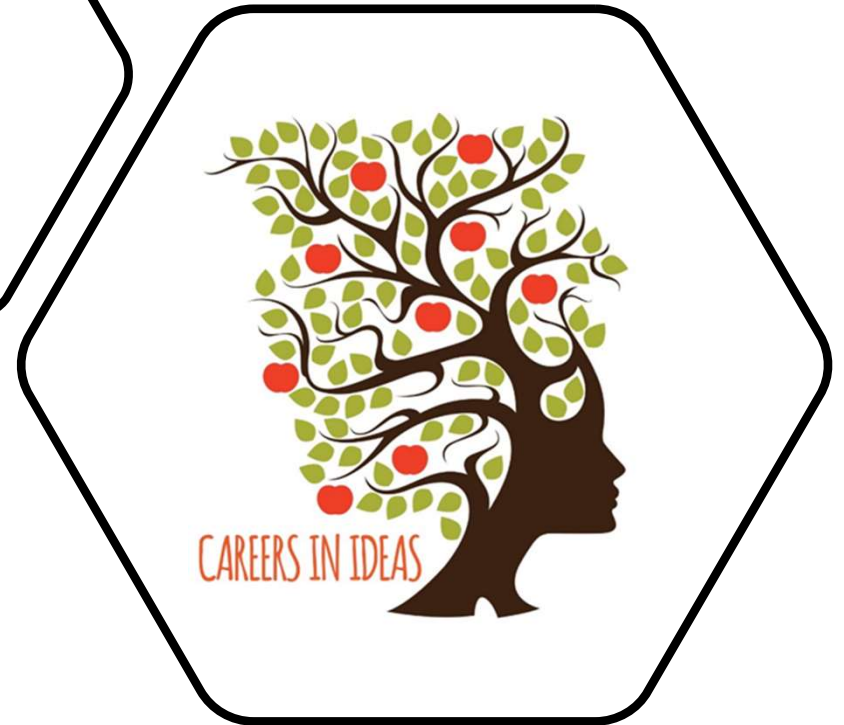
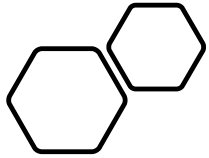
## Relationships

- Building relationships with relevant charities and community interest groups
  - To help us reach the students most in need
  - See the directory:  
<https://ipinclusive.org.uk/resources/careers-in-ideas-directory-of-outreach-organisations/>
- Also with schools and universities



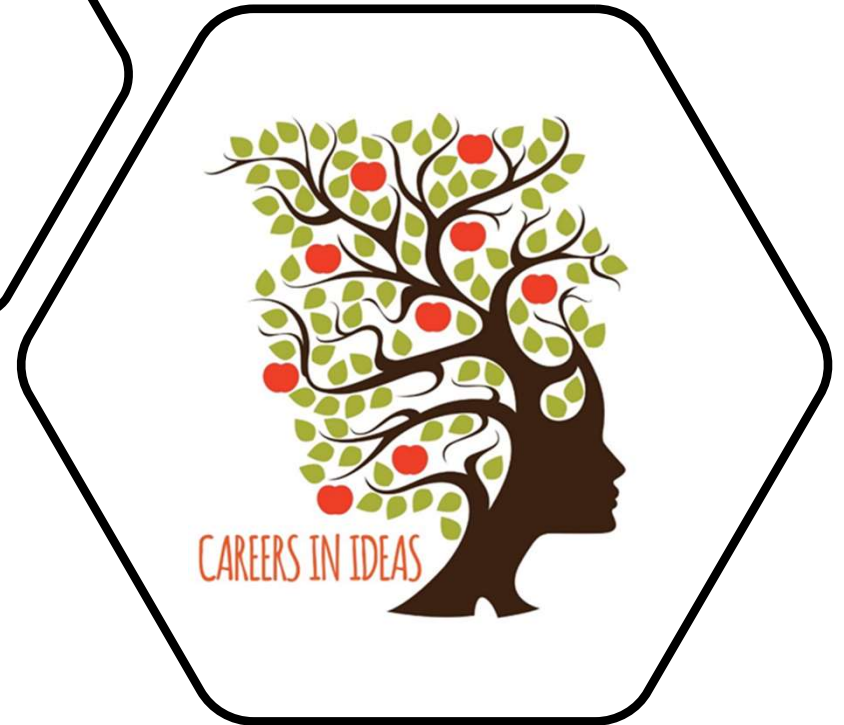
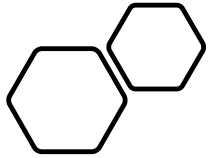
## Access support

- Events for would-be IP professionals
  - “Meet the IP professionals”
  - Application skills masterclass
- New mentoring hub
- Working with IP sector organisations, including IPReg, to improve access and fair recruitment



## Social media

- LinkedIn: “Careers in Ideas” group
  - <https://www.linkedin.com/groups/12376993/>
- Twitter: @CareersinIdeas
- *We can help you spread the word about entry-level vacancies, open days, etc*



## Other plans

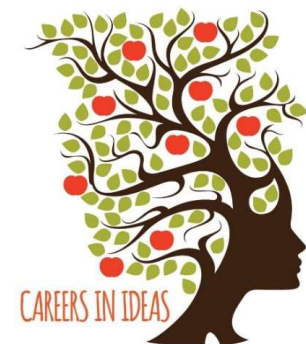
- Activities and resources for National Careers Week 2022 (7-12 March)
- Intern to support and coordinate
- Website upgrade?
  - (and revive the opportunities board)

# Useful addresses

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- <https://careersinideas.org.uk/>
- <https://careersinideas.org.uk/resources/>
- <https://ipinclusive.org.uk/careers-in-ideas/>
- <https://ipinclusive.org.uk/resources/>
- [contactipinclusive@gmail.com](mailto:contactipinclusive@gmail.com)
- [askcareersinideas@gmail.com](mailto:askcareersinideas@gmail.com)
- [chriscareersinideas@gmail.com](mailto:chriscareersinideas@gmail.com)
- [carolcareersinideas@gmail.com](mailto:carolcareersinideas@gmail.com)





Now:  
Over to Chris  
and Carol...

Working for diversity and inclusion in IP