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# EIP



## EIP attends launch of "Careers in Ideas" initiative

EIP supports the new IP Inclusive initiative, "Careers in Ideas". Darren Smyth, Phil Bedwell and Grace Baker attended the event to launch the initiative, held at The Royal Society of Medicine. The event was opened by Andrea Brewster, who explained the key aim – namely, to widen the pool of prospective candidates by raising awareness of the profession as early as achievable.

We were presented with thoughtful insights into how we can inspire a new generation into a career in the world of IP. This included a demonstration of the new resources, and an interactive panel discussion. It was fascinating to hear a variety of views on how to generate awareness, including the increasingly relevant topics of social media and efforts to educate younger students. After the talk, there was plenty of time for networking, drinks and canapes, which generated further interesting discussions.