

The Video Games Industry has a pipeline problem; we have many young people as well as older career changers seeking to work in the games industry, but it's not always easy to secure a place.

Furthermore, based on the findings from [UKIE's UK Games Industry Census](#), the games industry does have a diversity problem and does not reflect the wider UK working population; especially when it comes to ethnicity, gender and socio-economic background.

Overall, we seek to offer career advice and connections to anyone, to enable them to find roles in the industry, "Into Games 50" is one of the programmes we developed to support this,

To shine a light on undiscovered talent, we created the [Into Games 50 Awards](#) this year, where people who are currently not working in games yet but have a lot of potential could be nominated. A jury of game specialists selected the best portfolios and pitches and we released their profiles, along with more materials that will hopefully support them in finding a role.

This was a pilot and we would like to re-run it next year, and we'd love for students to either work out a timeline for the project, along with pitches for sponsors, or alternatively, someone to design a marketing & outreach campaign for the next run. A more detailed introduction can be given, as well as the results of the retrospective from this year.

Purposes

1. Identify strengths and weaknesses of the previous implementation

I have gone back to Declan to ask for the timeline, so that you, as so you as consultants can consider this against other recruitment timelines such as graduate schemes, etc.

From the questions that Declan asked in his final slide, you can research these areas to help inform you for this particular purpose, you them as pointers in your research:

- What are the best way to ask about the background in an empathetic way that makes people feel comfortable in disclosing their status
- What stigmata are there around low-income background career seekers, how do we avoid enforcing them?
- What is the best way to access/connect with people from low-income backgrounds around careers?

2. Create a timeline for next year's implementation, including:

- defining target audiences & creating plans on how to best reach them.

- prepare research how we can encourage the nomination of people from underrepresented backgrounds; especially those from lower-income backgrounds
- investigate the best time of the year to host a re-run, taking into consideration Into Games events of the upcoming year, spike times for career seekers and more

Once you know the timeline (and even now, you can think of what is best, based on research), you can consider how to increase target audiences and how that might affect the timeline and also where might be a good place to raise awareness of underrepresented groups. Consider the branding, the advertising and where to reach out to particular groups that you have considered for your demographic. Where might consumers of gaming be looking, if not considering, and how might you target them? To back up your ideas look at other campaigns and their success in other areas.

From the questions that Declan put forward to you, you need to consider these in your research:

- What barriers do they face specifically when accessing/building games careers? Eg, Equipment, time, vocabulary/knowledge, education etc. so we can budget more effectively when it comes to bursaries
- Are there currently networks that support career seekers from that background we should connect with?

These can inform the solutions that you put forward, if you consider them in your research.

3. Identify meaningful rewards and follow-up campaigns that help us reach the goal of getting people into employment within the games industry

I have asked Declan to tell us what has previously been done, but again, look at the groups you plan to target and what you can glean about their preferences for reward.

For this particular purpose you are being broad, but putting forward to Into Games ways they can bridge the gap by managing the expectations of their clients in the gaming industry.

Questions to consider in your research:

- What working definition will we use for our organisation when we talk about low-income backgrounds?
- When it comes to applications, where can we provide more effective support?

What you need to deliver:

- A written report covering
 - Threats and opportunities of the campaign, based on your research of what they have done and who they are targeting. (this is a review/analysis against current literature)
 - Suggested timeline for the project, based on what was done, what are current timelines for recruitment campaigns and how this impacts on your targeted groups.
 - List of potential partners for the campaign as well as examples for outreach posts, what networks they can tap into and in what ways these will “reward” your targeted groups. I would also put forward pointers to manage the expectations of these partners as they are businesses that will be supporting the candidates they take on.