BEST PRACTICES FOR HOSTING VIRTUAL EVENTS

Even though Foster Career Services (FCS) will be on campus this Fall, we know many employers may not be. FCS has compiled solutions that will allow you to continue using Handshake as your one-stop shop even if you’ll still be virtually recruiting. Following the guidelines outlined below will ensure that:

Employers can...
• benefit from FCS monitoring for conflicting industry events
• establish/maintain your employer brand

Students can...
• use career center filters to find your events
• easily find all details for your events

Foster Career Services can...
• guide students to which employers are hosting events and when
• use this data for year-over-year reference and hiring trends

HOW TO:
1. Select “Create an Event” from your homepage or use this link to request: https://uw.joinhandshake.com/events/new
2. Select “Virtual” event format and input your meeting URL

Note: Foster Career Services will not be able to assist with any adjustments

BEST PRACTICES:
• Include your company name in the title
• Create a detailed event description to let students know about content, format, and presenters
• Provide audience information (i.e. which school years or majors would most benefit from attending)
• Include the name of the video platform you’ll be using so students can install it or log in in advance.
• If applicable, clearly state the “register by” date within the event description

More best practices & resources: https://support.joinhandshake.com/hc/en-us/articles/360046499833

OPTIONAL:
If you have a specific business audience you would like to target your event to, or you have a special request, contact bizhire@uw.edu for more options.