

# 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>

**Request Event**

**Event Name**  
VIRTUAL ABC Company Info Session

**Format**  
 On-campus: My company is hosting this event at a school  
 Off-campus: My company is hosting this event (not at a school) and booking space ourselves  
 Virtual: My company is hosting this event virtually

**Host School**  
University of Washington

**Career Center**  
UW Seattle Foster School of Business Career Center

**Contact**  
Alana Employer

**Type**  
 Employer On-site  
 Group Appointment  
 Info Session  
 Networking  
 Speaker/Panel  
 Workshop  
 Other

VIRTUAL Info Session

## 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](mailto:bizhire@uw.edu) for more options.