EXTERNAL EVENTS & SKILLS SESSIONS
HANDLING POLICY

The University of Cambridge Careers Service is proactive in working with employers and external organisations to provide a range of engagement opportunities to Cambridge students, alumni and our postdoctoral research community. Whilst this policy sets out core guidelines on how to work with us, it isn’t an exhaustive guide to engagement and we welcome conversation on how to diversify our programme of events to the benefit of our community and those that provide opportunities to them.

The Careers Service uses Handshake to provide employers with a platform to promote their engagement activities through a streamlined portal, increasing engagement and offering a tailored client experience for all parties, pre- and post-event.

Whilst we encourage you to discuss your recruitment needs with us, this document provides guidance on which events and skills sessions we are, and aren’t, able to advertise. We also offer supporting documents on how to best set-up your event for engagement with the Cambridge user community.

If you have any questions or would like assistance in promoting your opportunities at Cambridge, please don’t hesitate to get in touch on events@careers.cam.ac.uk.

All events and skills sessions should be posted via Handshake. Guidance for employers on how to access and utilise the platform is available here. All events and skills sessions posted on the Cambridge Handshake platform are subject to screening by a member of the Careers Service team.

In this document

Engaging with the Careers Service: events and careers fairs .......................................................... 2
  Policy guidelines .................................................................................................................................. 2
  Sessions we can and cannot advertise .............................................................................................. 2
  Event particulars ................................................................................................................................. 3
  Feedback ....................................................................................................................................... 4
Engaging with the Careers Service: events and careers fairs

Policy guidelines

1. Definitions
   a. ‘Careers fairs’, ‘skills sessions’, ‘events’, ‘presentations’ and ‘talks’ are terms used in this policy to describe any engagement with Cambridge students, alumni and our postdoctoral research community:
      i. in pre-arranged opportunities, advertised through Handshake that do or do not require registration and promotion.
      ii. that involves an audience of 1 person and above.
   b. The term ‘our community’ or ‘our Cambridge community’ refers to Cambridge students, alumni and postdoctoral researchers.

2. Covid-19
   a. The health and safety of our community is paramount. Any reference to in-person events and their involvement of our community does not come into effect until:
      i. Government advice deems it safe for proposed gatherings to take place and
      ii. Events have appropriate safety measures in place and
      iii. The Careers Service is taking bookings and facilitating such events as a part of our programme
   Until this time all employers are advised to run and attend virtual events

3. Requesting to run an event
   a. All employers must be registered and approved by Cambridge University as an employer on Handshake. For organisations not currently registered please see these useful links: Sign up to Handshake - Getting started with Handshake - for employers - Handshake employer training videos
   b. Events are only to be created via the Handshake portal. Once the event has been created, it will be submitted to the Careers Service for approval.

Sessions we can and cannot advertise

4. Sessions we can advertise
   a. Recruitment events
      i. Recruitment events are defined as an event informing the audience about your organisation and the opportunities available. There are two core types of recruitment events employers can engage with:
         a. Recruitment presentations
         b. Careers fairs
      ii. Employers that are deemed to be promoting opportunities that do not meet our vacancies & opportunities handling policy, whether they have a live vacancy or not, will be declined.
   b. Skills development sessions
      i. Skills development sessions are defined as a session that helps the audience develop a skill in the recruitment process, in your particular sector or role type
      ii. Your session should have a clear purpose to develop the skills of the participant, have clear training outcomes and utilise the expertise of your organisation
      iii. Skills development sessions can be run at incremental skill level (beginner, intermediate and advanced)
   c. Sector knowledge talks
      i. Sector knowledge talks are defined as a talk or presentation sharing expertise and insight about the current, future and emerging trends in your sector
   d. Events run in collaboration with University of Cambridge Student Societies
      i. We welcome events run in collaboration with student societies. Before listing an event, please ensure the society is registered with the Proctors or the Sports Department
      ii. Events run in collaboration with a society can only be listed once, and the listing will be approved on a ‘first come; first served’ basis. If the society have already listed the event on Handshake at the time of your listing request, the society’s listing will stand, and we will inform you of this by email.
      iii. If you would prefer your listing featuring company branding to be used, then please discuss this with the society directly

5. Sessions we do not advertise
   a. Dates, times, location
      i. We do not advertise events which take undergraduate students outside of Cambridge during term-time. For a list of term dates, see https://www.cam.ac.uk/about-the-university/term-dates-and-calendars.
      ii. We do not advertise events that take place between 9am and noon in term-time and we advise that events are run in the afternoon.
iii. We do not advertise events that occur in busy exam periods. You can view a full list of exam timetables here: https://www.cambridgestudents.cam.ac.uk/your-course/examinations/all-students-timetable

b. In all cases we are unable to approve and advertise any events or skills sessions that, to our knowledge:
   i. are not of graduate calibre
   ii. discriminate on the basis of race, gender, disability, socio-economic status, age or sexual preference
   iii. promote or endorse illegal activity
   iv. promote services to our students and graduates at a cost and/or the university already offers the equivalent service free of charge
   v. are based in a private household
   vi. require a student to pay an upfront fee
   vii. risk reputational damage to the University of Cambridge
   viii. are not relevant to programmes and courses offered by the University of Cambridge
   ix. are targeting students or graduates to practice as medics or veterinarians. Employers seeking graduates to practice in these fields should contact the appropriate Faculty

6. Recruitment agencies and third-party hosts
   a. Recruitment agencies
      i. Recruitment firms acting on behalf of a client should request access from the relevant employer to be added as contacts to their Handshake account, allowing them to post events and skills sessions on the employer’s behalf
   b. Third-party hosts
      i. Third-party hosts are defined as platforms that engage with graduate employers to promote opportunities, events and collaborative projects to better inform graduates of opportunities and developments within a particular sector, graduate labour market or industry (e.g. Professional or Industry Body; a platform whose purpose is to inform and support graduates into the labour market, who is not a recruitment agency)
      ii. If a third-party host would like to advertise an event, presentation or skills session that is run in collaboration with an employer, this can be done through the third-party platform account, but the employer must, in all cases, be registered on Handshake

Event particulars

7. Volume of events, skills sessions and presentations
   a. Number of events
      i. Employers are able to list 3 skills sessions, recruitment presentations or talks each term. For a list of term dates, see https://www.cam.ac.uk/about-the-university/term-dates-and-calendars
      ii. Employers with separate offices or departments recruiting for unique functions can host an additional recruitment presentation per office or department
      iii. Employers who have more than 3 sessions to offer per term are encouraged to be in touch with events@careers.cam.ac.uk to discuss the curation of their programme
      iv. Third-party hosts are not restricted to 3 events, providing each event hosts a unique employer. They are not exempt from the limitation on skills sessions without an employer present. In the latter they will be treated as an individual host promoting their own services and a limit of 3 sessions will apply

8. Approval process
   a. Event description
      i. All events must have a clear description, including, but not limited to:
         1. Title
         2. Target audience
         3. Intended purpose of the session
         4. Instructions on how to sign-up for the event, apply or register interest
         5. A contact email for questions and enquiries
      ii. Full guidance on how to write a suitable event description can be found in our ‘Guidelines for employers - Event title and text entry in Handshake’ document.
   b. Clashes
      i. Events are approved in the order they are submitted. On reviewing the event, if a member of the team sees a clash that would be significantly detrimental to the attendance to your event, we will advise you of this clash so that you can consider another date. We consider a detrimental clash to be:
         - An event at the same time, date, subject and employer in the same sector
      ii. We do not reserve dates for sessions on your behalf and will not refuse a similar employer the same date or time of event unless we consider it a detrimental clash
The Careers Service reserves the right to refuse the listing or promotion of any careers fair (an organised recruitment fair with multiple employers present) that directly competes with the exact date of our own careers fairs, or within a 2-week promotional period directly before the Careers Service event date.

c. **Events that are not approved**
   i. In the first instance a member of the Careers Service team will be in touch to offer advice on amendments, it is then the employer’s responsibility to make amendments, change the date, time, method of delivery or any other factor following the advice.
   ii. The Careers Service will suggest alternative methods to engage with our community to maximise engagement.

### Feedback

9. **Collection and use of feedback**
   a. The Careers Service collects feedback to improve our services and monitor the quality of interactions between employers and the Cambridge community. Feedback is used for internal monitoring but may be used for promotional purposes to support our community in making decisions about which events to attend on future occasions.
   b. The Careers Service may approach an employer following their event to gather feedback on their engagement with our community.
   c. The Careers Service may approach our community to gather feedback on their engagement with your event, to monitor quality and impact of the session on their career planning.