Guidelines for employers - Event title and text entry in Handshake

**Title**
- Pick an accurate title – that reflects clearly what the event is, so it stands out in the event listing

**Description**
- The description of an event is not optional. If this is blank or does not offer suitable clarity, we will be unable to approve it.
- Indicate at the start who your target audience is, by area of interest and year of study, or if it’s open to all
- State clearly what level of knowledge you are offering – eg basic, intermediate, advanced
- Give enough information about the content of the session for students to decide if it appeals and will be relevant
- Indicate clearly the format of the event, especially if it is a mix of delivery within one session eg presentation, networking, Q&A
- Please ensure inclusive language, and contact details for attendees who may have questions on accessing your event
- Add details on who will be hosting, what they do, what level they are in the organisation
- All your instructions to students should go under the 'Description', they won’t necessarily see what is written in the 'Comments' box

**RSVP and Registration**
- Add relevant next steps for students to take, eg RSVP, include any relevant links
- Please keep the sign-up/registration/rsvp process clear and simple for students, too many steps may lead to lack of registrations
- If you are using an external link to register students, the link should go under here: *Non-Handshake Registration URL*
- If you don’t use an external link then Handshake will automatically add an RSVP function to your event. You will then be able to see students who RSVP through Handshake, and message them directly
  - Please ensure, within your description, that you ask attendees to RSVP

As soon as your event is approved by the Careers Service it will be visible to students.

For further help please contact the Events team or use Handshake Help Centre.
Below are examples of what your Event text and advert will look like to a student. The two examples demonstrate the external link registration, and the Handshake RSVP option.

**Handshake RSVP**

![Handshake RSVP screenshot]

Your event description appears here.

**External registration**

![External registration screenshot]

Your event description appears here.