

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

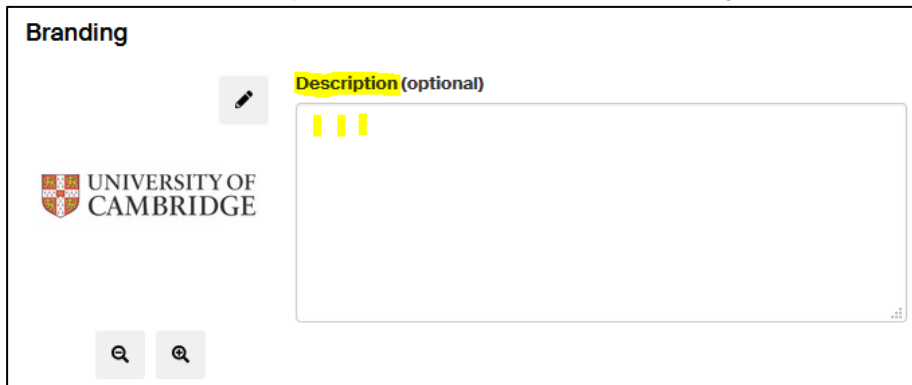
RSVP and Registration

- 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](#).

Snapshot of where to fill in your event text and details, when creating an event.



The screenshot shows a form titled "Branding" with a "Description (optional)" field. The "Description" field is highlighted in yellow and contains three vertical bars. The "Branding" section includes the University of Cambridge logo and name. There are also two search icons at the bottom left of the form.

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

Cambridge University Careers Service TEST/DEMO event (HS RSVP)

UNIVERSITY OF CAMBRIDGE

Wednesday, July 22nd 2020, 4:00 pm - 5:00 pm BST

Meeting link: <https://zoom>

+ RSVP for Event

My event is for first year undergraduates to talk about insight weeks.
Please RSVP for the event by clicking on the link above.
Our speakers will be alumni A and B. You will be able to ask questions live at the end.
We look forward to talking with you soon!

RSVPs

Be the first to register for this event.

View RSVP List

Your event description appears here.

External registration

Cambridge University Careers Service TEST/DEMO event (ext reg)

UNIVERSITY OF CAMBRIDGE

Wednesday, July 22nd 2020, 2:00 pm - 3:00 pm BST

Meeting link: <https://zoom>

External Registration

My event is for first year undergraduates to talk about insight weeks.
Please RSVP for the event using our external registration link herewww.externalregistrationlink or by clicking on the registration link above.
Our speakers will be alumni A and B. You will be able to ask questions live at the end.
We look forward to talking with you soon!

Share this Event

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Your event description appears here.