

Handshake: Event Management

Events in Handshake

In Handshake, you can create student events that take place on campus, off-site, and/or virtually, and invite students to attend. Employers also have the ability to request to host an event.

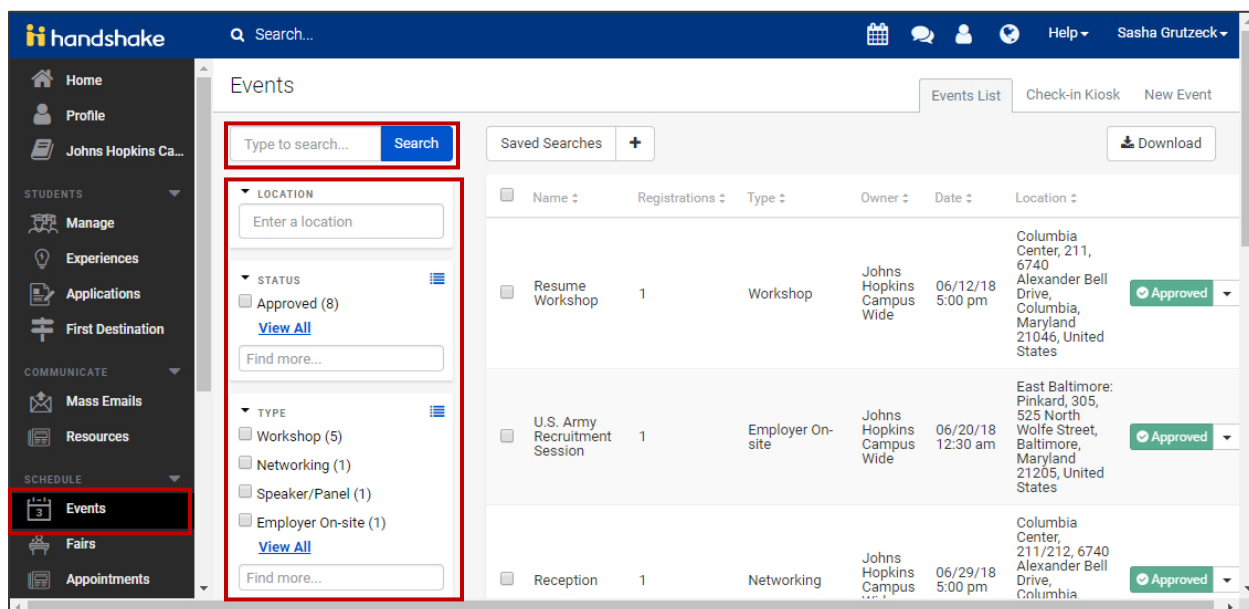
This job aid takes a closer look at event creation and management. It covers the following topics:

- Searching for Events
- Types of Events
- Creating a New Event
 - Event Title Naming Conventions
 - Event Invite Only Function vs Qualification tab
- Inviting Students to Your Event
- Reviewing Event Attendees
- Reviewing and Approving Employer-Requested Events
- Sending an Email to Event attendees



Searching for Events

To review and search through the events that have been entered into Handshake, begin by clicking **Events** on the side menu. Then type a keyword in the Search field to locate a specific event. You may also use the drop-down menus and checkboxes to filter your results.



The screenshot shows the Handshake Events management interface. On the left is a dark sidebar with navigation links: Home, Profile, Johns Hopkins Ca..., STUDENTS (Manage, Experiences, Applications, First Destination), COMMUNICATE (Mass Emails, Resources), and SCHEDULE (Events, Fairs, Appointments). The 'Events' link is highlighted with a red box. The main content area is titled 'Events' and includes a search bar with a 'Search' button (also highlighted with a red box), a 'Saved Searches' section with a plus icon, and a 'Download' button. Below these are filter sections for LOCATION, STATUS (Approved (8) with a 'View All' link), and TYPE (Workshop (5), Networking (1), Speaker/Panel (1), Employer On-site (1) with a 'View All' link). A table of events is displayed with columns: Name, Registrations, Type, Owner, Date, and Location. Each row includes an 'Approved' status button.

Name	Registrations	Type	Owner	Date	Location	Status
Resume Workshop	1	Workshop	Johns Hopkins Campus Wide	06/12/18 5:00 pm	Columbia Center, 211, 6740 Alexander Bell Drive, Columbia, Maryland 21046, United States	Approved
U.S. Army Recruitment Session	1	Employer On-site	Johns Hopkins Campus Wide	06/20/18 12:30 am	East Baltimore: Pinkard, 305, 525 North Wolfe Street, Baltimore, Maryland 21205, United States	Approved
Reception	1	Networking	Johns Hopkins Campus	06/29/18 5:00 pm	Columbia Center, 211/212, 6740 Alexander Bell Drive, Columbia	Approved

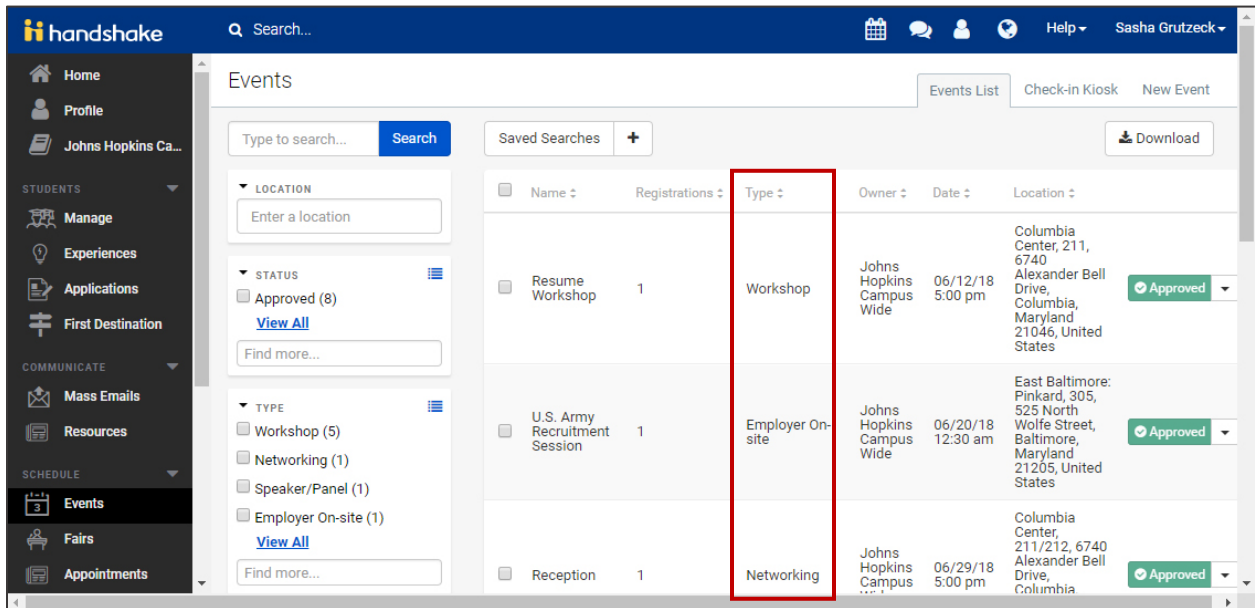


Tip: Make this your default search so every time you click Events on the left navigation bar you see only the interviews requested at your Career Center.

- Click the “+” sign next to the Saved Searches box
- A Save Current Search window will appear. Enter a Name and Description of your search and click Save.
- Click Saved Searches
- Pick the saved search that you would like to make your default
- Click the list icon next to it and select Make Default

Types of Events

In Handshake, one way that events are categorized is according to “type.”




The screenshot shows the Handshake Events management interface. On the left is a sidebar with navigation options like Home, Profile, and various filters. The main area displays a table of events. A red box highlights the 'Type' column in the table header.

Name	Registrations	Type	Owner	Date	Location	Status
Resume Workshop	1	Workshop	Johns Hopkins Campus Wide	06/12/18 5:00 pm	Columbia Center, 211, 6740 Alexander Bell Drive, Columbia, Maryland 21046, United States	Approved
U.S. Army Recruitment Session	1	Employer On-site	Johns Hopkins Campus Wide	06/20/18 12:30 am	East Baltimore: Pinkard, 305, 525 North Wolfe Street, Baltimore, Maryland 21205, United States	Approved
Reception	1	Networking	Johns Hopkins Campus	06/29/18 5:00 pm	Columbia Center, 211/212, 6740 Alexander Bell Drive, Columbia	Approved

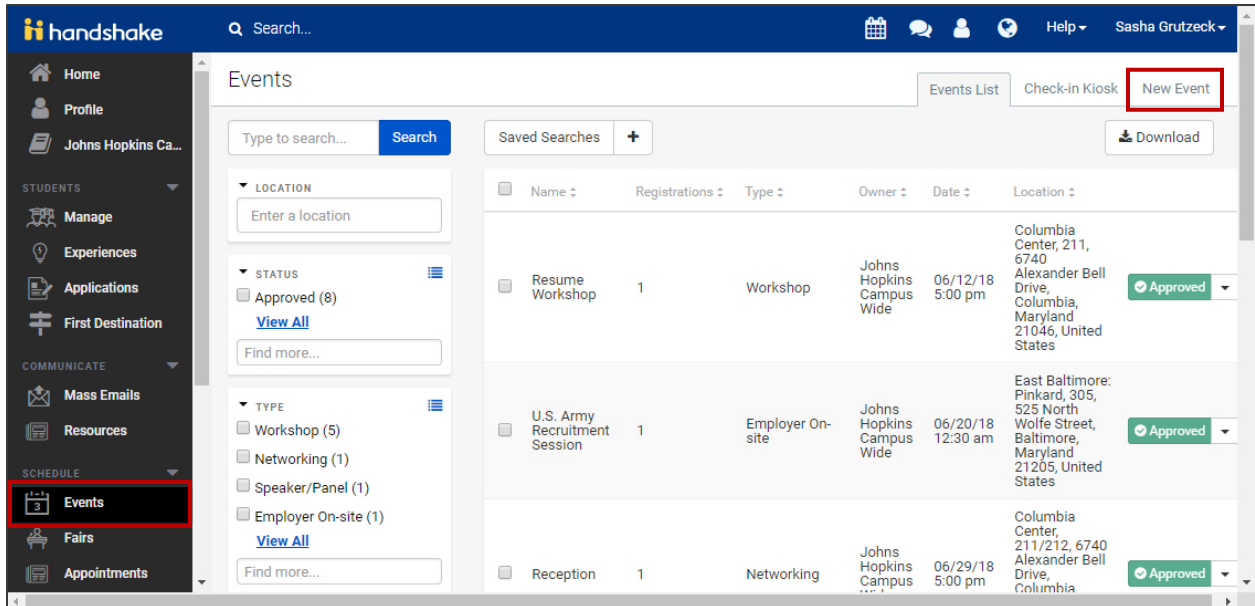
Below is a list of event types and our JHU definition of each type:

- **Classroom Presentation** – Credit and non-credit courses (for example, online residencies, executive education presentations, skill courses, PDCO courses, career development, visits to a classroom/academic program for a career-related discussion, etc.).
- **Employer On-site** – An employer information session that takes place at the employer’s location rather than on-campus (for example, Career Treks)
- **Group Appointment** – A small group customized coaching appointment – essentially a "scaled up" version of a one-on-one coaching appointment (for example, group coaching, career academy meet ups, peer advisor weekly events)
- **Info Session** – On-campus, employer-led events
- **Mock Interview** – A mock Interview or mock-audition event held by external stakeholders (for example, alumni or employers)
- **Networking** – When multiple professionals are on-campus or off-campus offering networking opportunities to students or alumni (for example, coffee chats, networking receptions, breakfast, etc.)

- **Speaker/Panel** – When a speaker or multiple speakers (often can involve alumni) discuss a given subject matter
- **Workshop** – Workshops on career-related topics (for example, resumes, cover letters, interviewing, networking, etc.) and professional development topics (for example, communication skills, leadership, teamwork, basic job search skills, etc.)
-  NOTE: **DO NOT use Virtual or Other** as event types

Creating a New Event

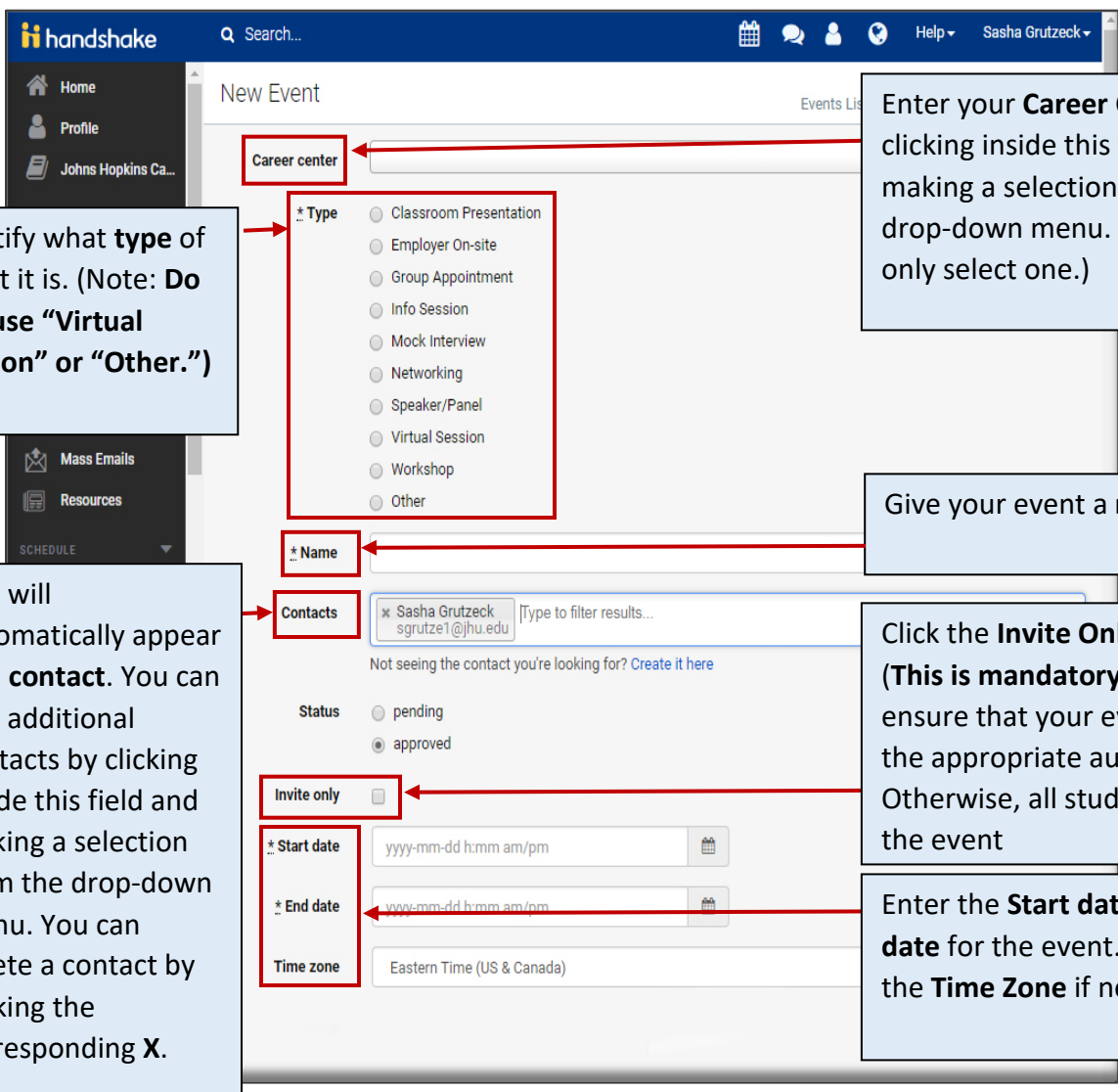
To create a new event, begin by clicking **Events** on the side menu and then click the **New Event** tab.



The screenshot displays the Handshake Events management interface. The left sidebar contains a menu with categories: Home, Profile, Johns Hopkins Ca..., STUDENTS (Manage, Experiences, Applications, First Destination), COMMUNICATE (Mass Emails, Resources), and SCHEDULE (Events, Fairs, Appointments). The 'Events' menu item is highlighted with a red box. The main content area shows the 'Events' page with tabs for 'Events List', 'Check-in Kiosk', and 'New Event' (highlighted with a red box). Below the tabs are search and filter options, including a search bar, 'Saved Searches', and filters for LOCATION, STATUS (Approved (8)), and TYPE (Workshop (5), Networking (1), Speaker/Panel (1), Employer On-site (1)). A table lists three events:

Name	Registrations	Type	Owner	Date	Location	Status
Resume Workshop	1	Workshop	Johns Hopkins Campus Wide	06/12/18 5:00 pm	Columbia Center, 211, 6740 Alexander Bell Drive, Columbia, Maryland 21046, United States	Approved
U.S. Army Recruitment Session	1	Employer On-site	Johns Hopkins Campus Wide	06/20/18 12:30 am	East Baltimore: Pinkard, 305, 525 North Wolfe Street, Baltimore, Maryland 21205, United States	Approved
Reception	1	Networking	Johns Hopkins Campus	06/29/18 5:00 pm	Columbia Center, 211/212, 6740 Alexander Bell Drive, Columbia	Approved

Fill out the information and then click the **Create Event** button.



Identify what **type of event it is. (Note: **Do not use “Virtual Session” or “Other.”**)**

Enter your **Career Center by clicking inside this field and making a selection from the drop-down menu. (You can only select one.)**

Give your event a **name.**

Click the **Invite Only checkbox. (**This is mandatory.** This will ensure that your event targets the appropriate audience.) Otherwise, all student will see the event**

Enter the **Start date and **End date** for the event. Also, adjust the **Time Zone** if necessary.**

You will automatically appear as a **contact. You can add additional contacts by clicking inside this field and making a selection from the drop-down menu. You can delete a contact by clicking the corresponding **X**.**

*** Type**

- ☐ Classroom Presentation
- ☐ Employer On-site
- ☐ Group Appointment
- ☐ Info Session
- ☐ Mock Interview
- ☐ Networking
- ☐ Speaker/Panel
- ☐ Virtual Session
- ☐ Workshop
- ☐ Other

*** Name**

Contacts x Sasha Grutzeck sgrutze1@jhu.edu [Type to filter results...]

Not seeing the contact you're looking for? [Create it here](#)

Status

- ☐ pending
- ☒ approved

Invite only ☐

*** Start date** yyyy-mm-dd h:mm am/pm

*** End date** yyyy-mm-dd h:mm am/pm

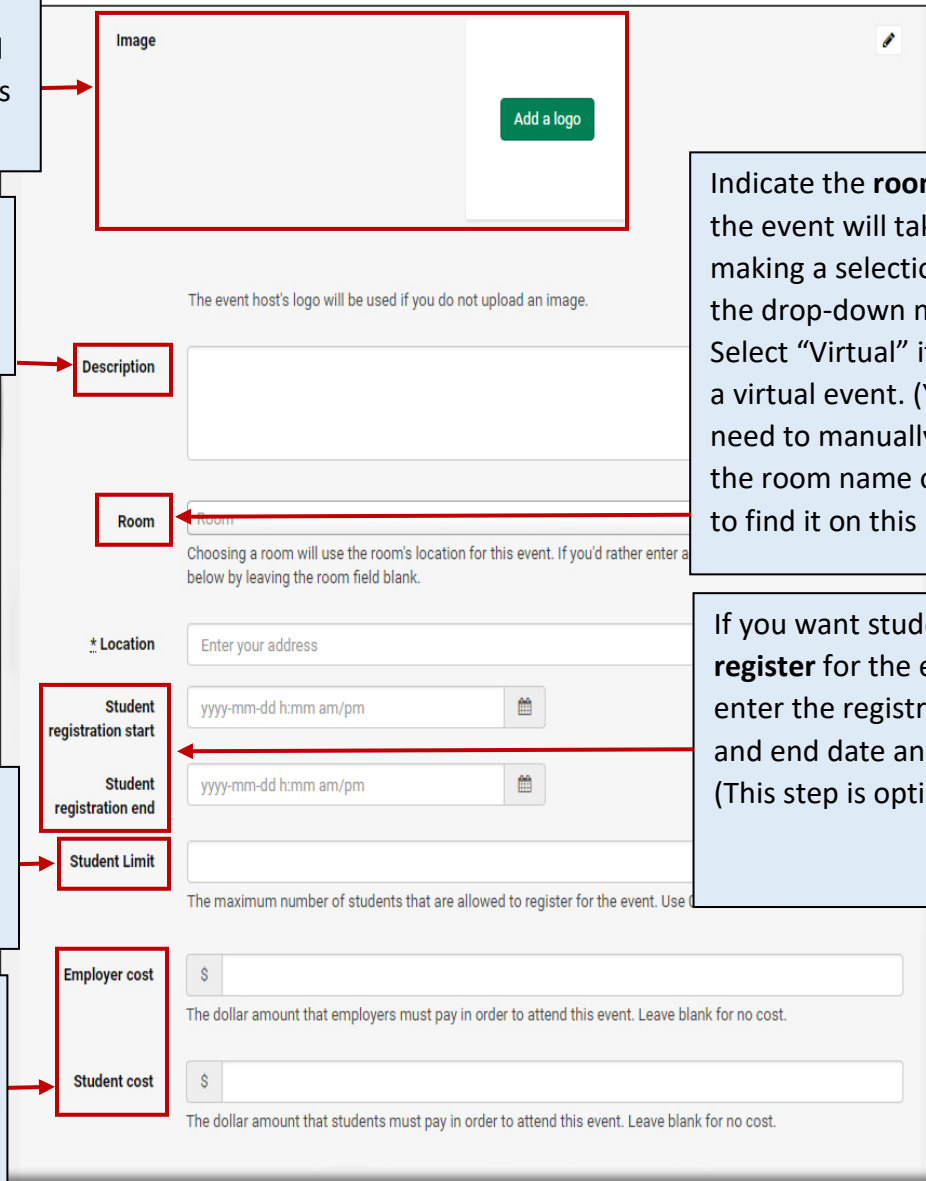
Time zone Eastern Time (US & Canada)

Add an **image** to your Event screen by clicking the **Add a logo** button. (This step is optional.)

Type in a clear, detailed **description** of your event.

Enter the **number of students** who are allowed to attend your event.

If you want people to pay to attend the event, enter the **amount** that employers must pay and the amount that students must pay. (This step is optional). For more information on TouchNet, [click here](#).



The form is titled 'Event Management' and contains several fields with red boxes and arrows pointing to them from the left-side instructions. The fields are: 'Image' (with an 'Add a logo' button), 'Description' (a large text area), 'Room' (a dropdown menu), 'Location' (a text field), 'Student registration start' and 'Student registration end' (date/time pickers), 'Student Limit' (a text field), 'Employer cost' (a dollar amount field), and 'Student cost' (a dollar amount field). Below the 'Student Limit' field, there is a note: 'The maximum number of students that are allowed to register for the event. Use 0 for unlimited.' Below the 'Employer cost' and 'Student cost' fields, there are notes: 'The dollar amount that employers must pay in order to attend this event. Leave blank for no cost.' and 'The dollar amount that students must pay in order to attend this event. Leave blank for no cost.'

Indicate the **room** where the event will take place by making a selection from the drop-down menu. Select "Virtual" if it will be a virtual event. (You may need to manually type in the room name or number to find it on this menu.)

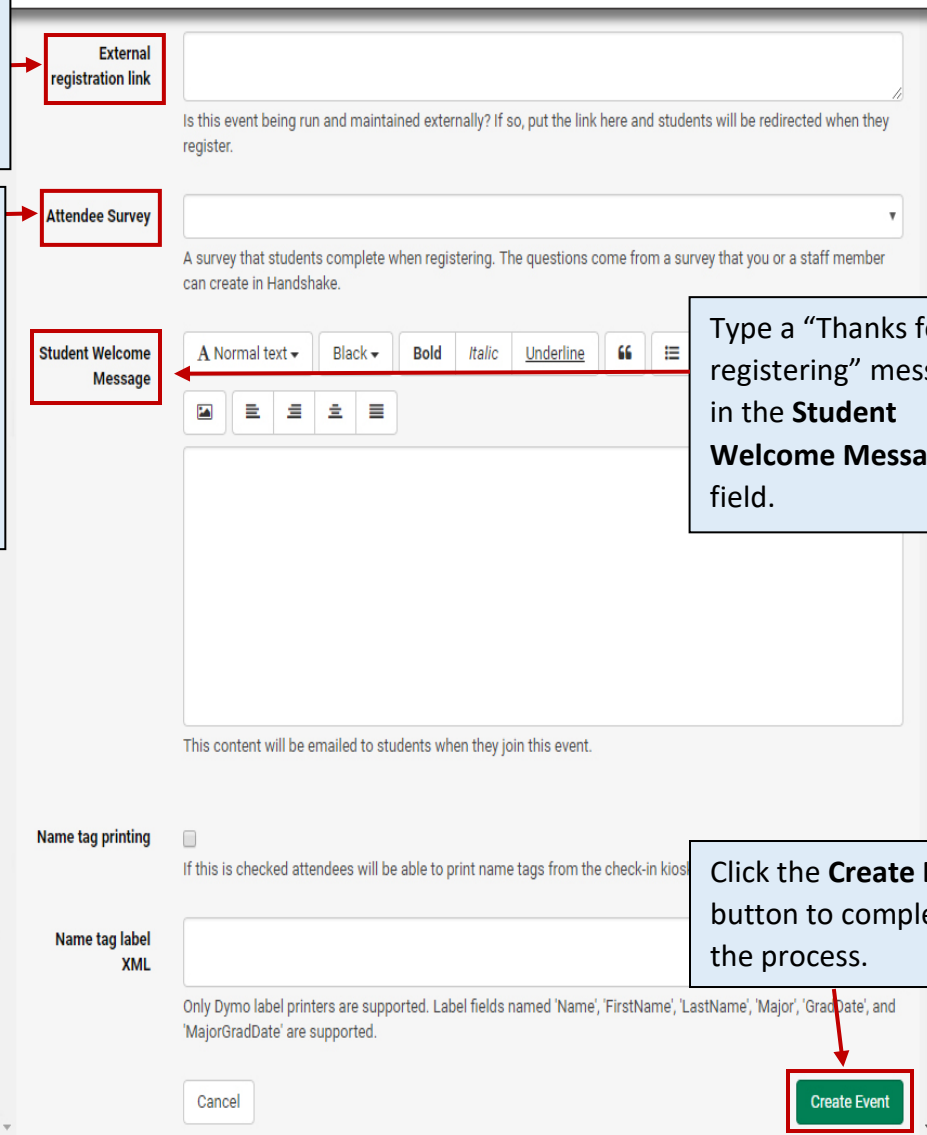
If you want students to **register** for the event, enter the registration start and end date and times. (This step is optional).

Please note: [Use Public Labels](#): 'In person', 'Virtual', or 'In Person and Virtual' to make events searchable by type

****If you are having an event with an in-person limit and unlimited virtual attendance, give the virtual details in the Description Box.**

You can type in an **external registration link**, if you want. (This step is optional).

You can type in the link to a **survey** that students will be asked to complete after registering. (This step is optional).



The form is titled "Handshake: Event Management" and contains several sections. The "External registration link" section has a text input field and a label "Is this event being run and maintained externally? If so, put the link here and students will be redirected when they register." The "Attendee Survey" section has a dropdown menu and a label "A survey that students complete when registering. The questions come from a survey that you or a staff member can create in Handshake." The "Student Welcome Message" section has a rich text editor with a toolbar and a label "This content will be emailed to students when they join this event." The "Name tag printing" section has a checkbox and a label "If this is checked attendees will be able to print name tags from the check-in kiosks." The "Name tag label XML" section has a text input field and a label "Only Dymo label printers are supported. Label fields named 'Name', 'FirstName', 'LastName', 'Major', 'GradDate', and 'MajorGradDate' are supported." At the bottom, there are "Cancel" and "Create Event" buttons.

External registration link

Is this event being run and maintained externally? If so, put the link here and students will be redirected when they register.

Attendee Survey

A survey that students complete when registering. The questions come from a survey that you or a staff member can create in Handshake.

Student Welcome Message

Type a "Thanks for registering" message in the **Student Welcome Message** field.

Name tag printing

If this is checked attendees will be able to print name tags from the check-in kiosks.

Name tag label XML

Only Dymo label printers are supported. Label fields named 'Name', 'FirstName', 'LastName', 'Major', 'GradDate', and 'MajorGradDate' are supported.

Cancel Create Event

Click the **Create Event** button to complete the process.

Event Title Naming Conventions

- Begin with your school name (and campus location if necessary) or **University-wide**, or **Campus-wide**. (See table below for definitions of these two terms.) You can have spaces between the words in your school name.
- Next comes a colon.
 - **Don't** put a space before the colon.
 - **Do** put a space after the colon.
- Next comes the event name.

Example	
School of Education: Baltimore City Public Schools	<ul style="list-style-type: none"> • This begins with the school name. • This is followed by a colon. • Finally, there is the event.
University-wide: Baltimore City Public School	<ul style="list-style-type: none"> • Events that <i>do not require an invitation</i> or open to all students (ex. webinar) begin with the word "University-wide" • This is followed by a colon • Finally, the name of the event
Campus-wide: Baltimore City Public School	<ul style="list-style-type: none"> • Events that are hosted by two or more JHU campuses but is not open to all students begin with the word "Campus wide" • This is followed by a colon • Finally, the name of the event


Event Invite Only Function vs. Qualification tab

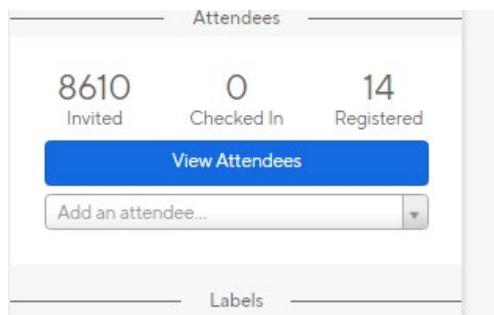



Best Practice! *Invite Only* allows you to target/invite students to an event based on the filters chosen. Only those students that the search criterion will be able to view and register for the event.




The event invitees search does not automatically update. Therefore, periodically you must either re-do the search to include students that we recently entered into Handshake via the sync, or students can be added individually to an event.

 Once you have invited students to an event, you are unable to see the listing of students. Instead, you will see the number of students invited on the Events Overview Page.

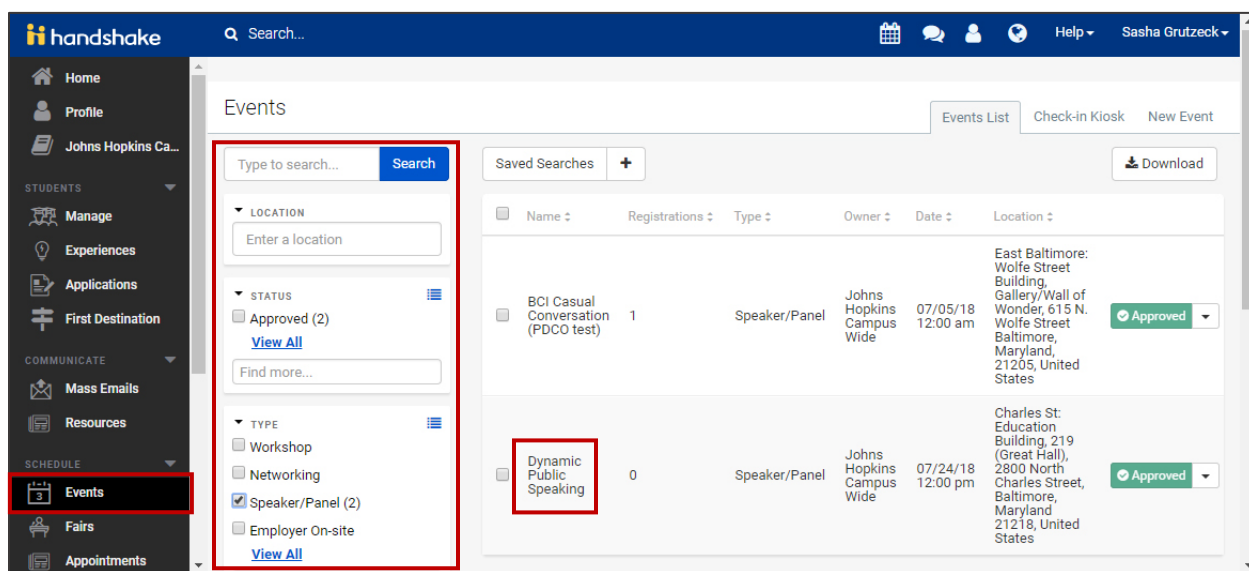


 **Tip:** The **Invite Only** tab will be enabled once you have saved the event. The *Qualifications* tab allows you to target a group of students that register for the event. However, unlike the Invite Only function, all students will be able to view the event on the Handshake event page.

 Students may become frustrated if they are able to view an event that they cannot actually register for. This may prompt them to attend anyway since they can see the event details.

Inviting Students to Your Event

Begin the event invitation process by clicking **Event** on the side menu, using the Search function or filters to locate your event, and then clicking the **event name**.



The screenshot shows the Handshake Events management interface. On the left sidebar, the 'Events' menu item is highlighted. The main content area is titled 'Events' and includes a search bar, filters, and a table of events.

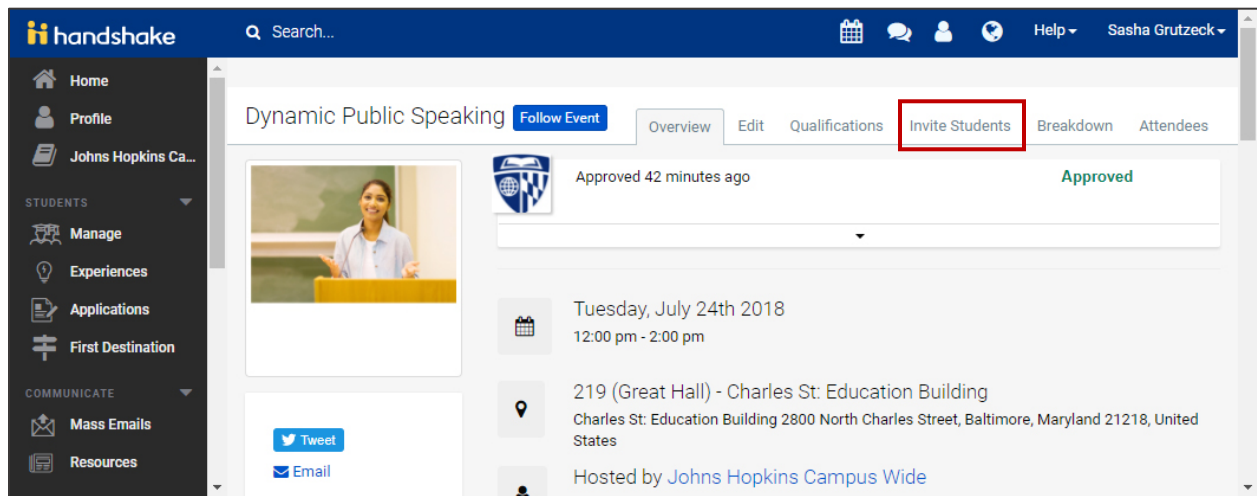
Search Filters:

- LOCATION:** Enter a location
- STATUS:** Approved (2) [View All](#)
- TYPE:**
 - ☐ Workshop
 - ☐ Networking
 - ☒ Speaker/Panel (2) [View All](#)
 - ☐ Employer On-site

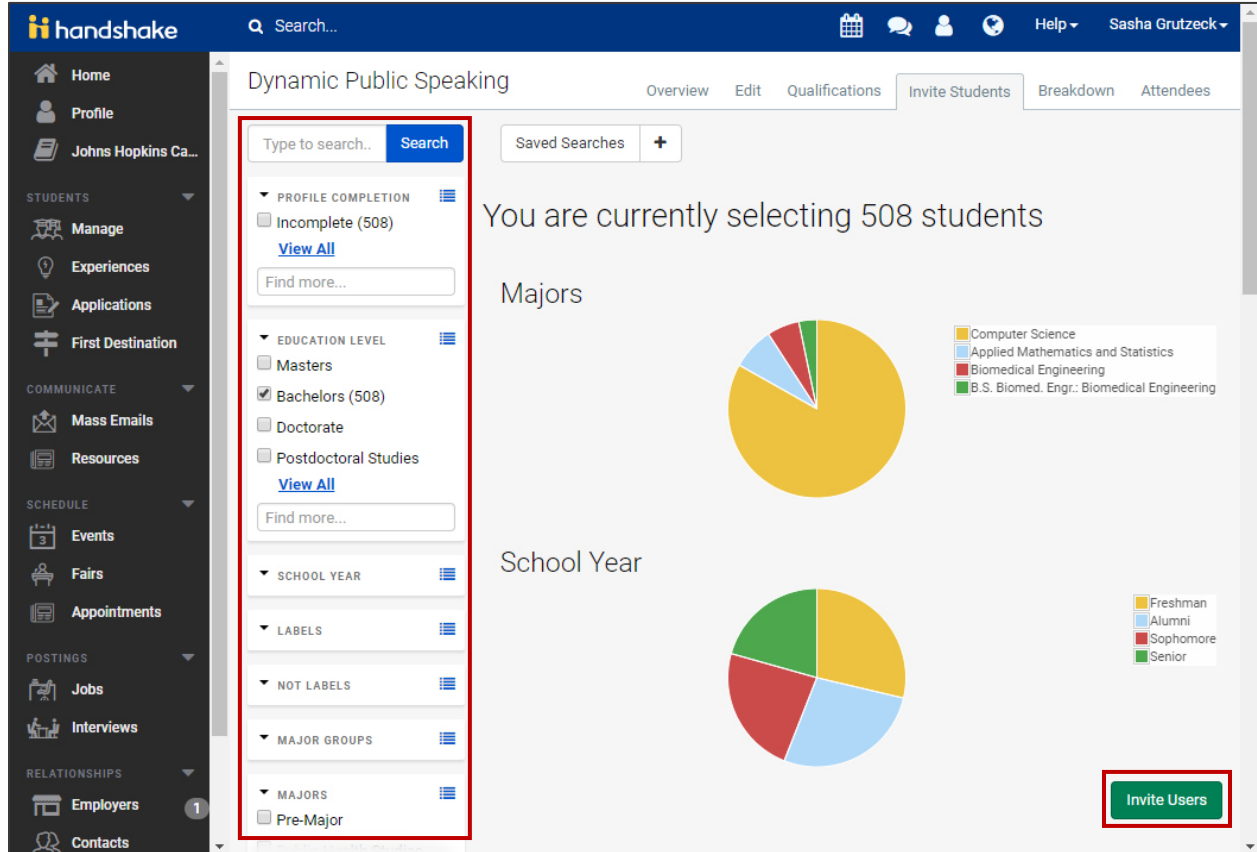
Events Table:

Name	Registrations	Type	Owner	Date	Location	Status
BCI Casual Conversation (PDCO test)	1	Speaker/Panel	Johns Hopkins Campus Wide	07/05/18 12:00 am	East Baltimore: Wolfe Street Building, Gallery/Wall of Wonder, 615 N. Wolfe Street, Baltimore, Maryland, 21205, United States	Approved
Dynamic Public Speaking	0	Speaker/Panel	Johns Hopkins Campus Wide	07/24/18 12:00 pm	Charles St: Education Building, 219 (Great Hall), 2800 North Charles Street, Baltimore, Maryland, 21218, United States	Approved

Click the **Invite Students** tab.



Use the Search function or filters to identify the students that you want to invite to your event. Then click the **Invite Users** button.



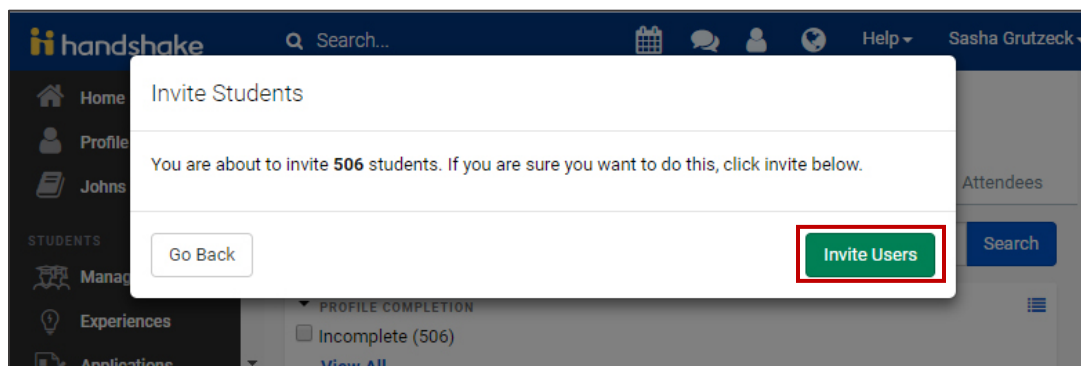
The screenshot shows the Handshake interface for an event titled "Dynamic Public Speaking". The left sidebar contains navigation links: Home, Profile, Johns Hopkins Ca..., STUDENTS (Manage, Experiences, Applications, First Destination), COMMUNICATE (Mass Emails, Resources), SCHEDULE (Events, Fairs, Appointments), POSTINGS (Jobs, Interviews), and RELATIONSHIPS (Employers, Contacts). The main content area has tabs for Overview, Edit, Qualifications, Invite Students (selected), Breakdown, and Attendees. A search bar at the top left of the main area is highlighted with a red box. Below it, a list of filters is shown, also highlighted with a red box. The filters include: PROFILE COMPLETION (Incomplete: 508, View All, Find more...), EDUCATION LEVEL (Masters, Bachelors: 508, Doctorate, Postdoctoral Studies, View All, Find more...), SCHOOL YEAR, LABELS, NOT LABELS, MAJOR GROUPS, MAJORS (Pre-Major). To the right of the filters, a message states "You are currently selecting 508 students". Below this, two pie charts are displayed: "Majors" and "School Year". The "Majors" chart shows a large yellow slice for Computer Science, with smaller slices for Applied Mathematics and Statistics, Biomedical Engineering, and B.S. Biomed. Engr.: Biomedical Engineering. The "School Year" chart shows four slices: Freshman (yellow), Alumni (light blue), Sophomore (red), and Senior (green). An "Invite Users" button is highlighted with a red box in the bottom right corner.



Please note: When you use the Search function and filters to identify the students that you want to invite to your event, you will only see the NUMBER of students included in your group – not their names, majors, etc.

So before you do this step, it is a good idea to practice filtering students by clicking **Manage** on the side menu. On the Manage Students screen, you will be able to see more detailed information about the students in your filtered group, and here you can double-check that you are filtering them correctly. **Once you invite students to an event, you CANNOT disinvite them!**

A pop-up window will open. Click the **Invite Users** button.



A confirmation message will appear on the screen and the event invitations will be sent.

The event invitation will appear under “Events” on the students’ Handshake screen. Students will also receive an emailed invitation if they have elected to receive emails from Handshake.



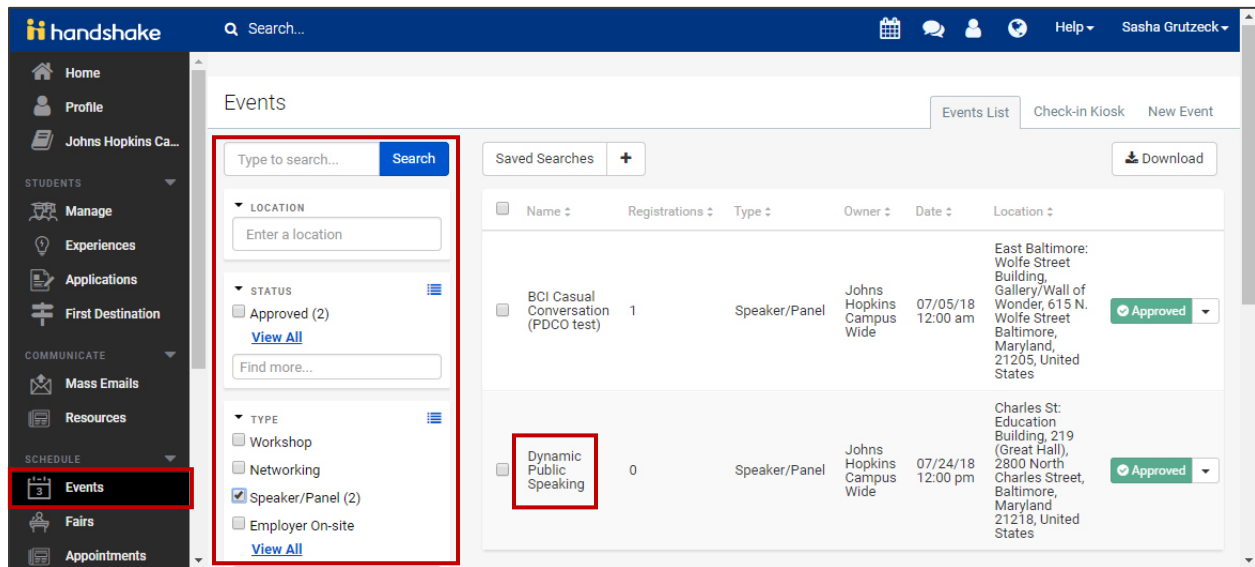
Please note: Although a wide range of students may be able to see your event (based on the information included on their student records), only students who actually receive an invitation will be able to register for your event.

Invitation does not mean an email. Students who are invited do not receive emails from Handshake.

Students who join the population you are inviting after the event is created will not be included. The best practice is to go back to event and re-invite to capture new students, if the event is created a significant length of time before the event actually occurs.

Reviewing Event Attendees

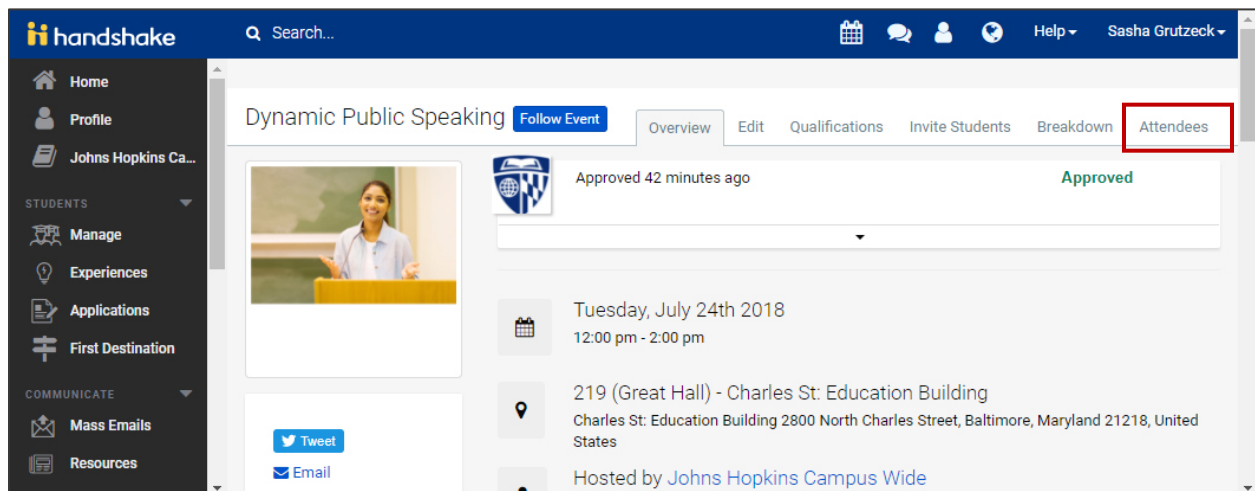
If you would like to see the students who have accepted the invitation to your event, click **Event** on the side menu, use the Search function or filters to locate your event, and then click the **event name**.



The screenshot shows the Handshake interface. On the left sidebar, the 'Events' menu item is highlighted with a red box. In the main content area, the 'Events' section is active. A search bar and filter sidebar are visible. The filter sidebar, also highlighted with a red box, includes sections for 'LOCATION', 'STATUS' (with 'Approved (2)' and a 'View All' link), and 'TYPE' (with 'Speaker/Panel (2)' and a 'View All' link). The main table lists events. The event 'Dynamic Public Speaking' is highlighted with a red box. The table columns are: Name, Registrations, Type, Owner, Date, Location, and a status dropdown.

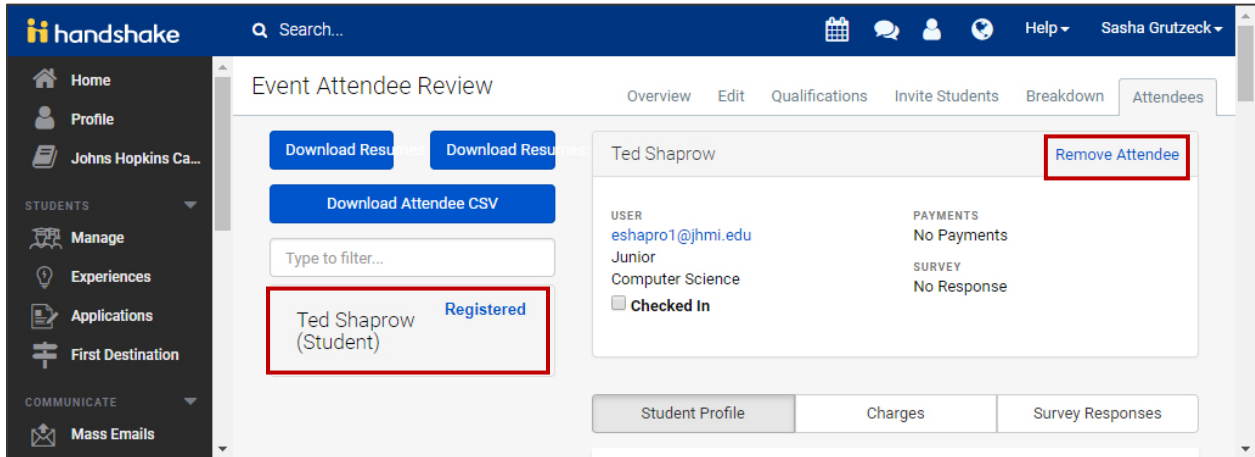
Name	Registrations	Type	Owner	Date	Location	Status
BCI Casual Conversation (PDCO test)	1	Speaker/Panel	Johns Hopkins Campus Wide	07/05/18 12:00 am	East Baltimore: Wolfe Street Building, Gallery/Wall of Wonder, 615 N. Wolfe Street Baltimore, Maryland, 21205, United States	Approved
Dynamic Public Speaking	0	Speaker/Panel	Johns Hopkins Campus Wide	07/24/18 12:00 pm	Charles St: Education Building, 219 (Great Hall), 2800 North Charles Street, Baltimore, Maryland, 21218, United States	Approved

Click the **Attendees** tab.



The screenshot shows the 'Attendees' tab for the 'Dynamic Public Speaking' event. The 'Attendees' tab is highlighted with a red box. The page displays a photo of a speaker, a status of 'Approved' with a timestamp 'Approved 42 minutes ago', and event details including the date 'Tuesday, July 24th 2018' (12:00 pm - 2:00 pm), the location '219 (Great Hall) - Charles St: Education Building', and the host 'Hosted by Johns Hopkins Campus Wide'.

The students who are planning to attend your event will be listed on the left side of the screen. Click a **student name** to see more information about that student. Click the **Remove Attendee** link to remove that student from the event.

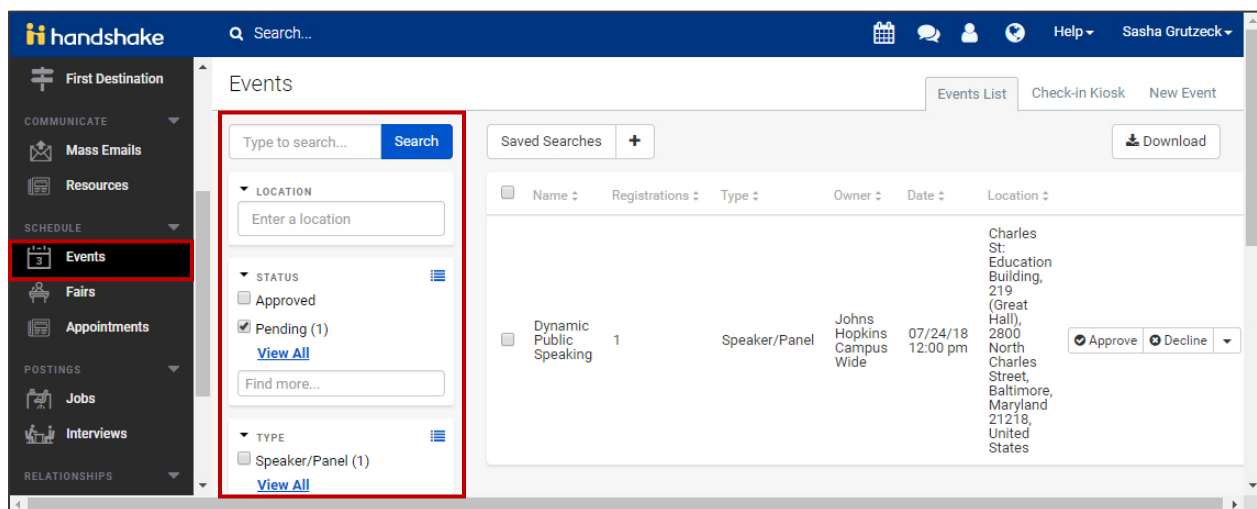


The screenshot displays the Handshake Event Attendee Review interface. The left sidebar contains navigation links: Home, Profile, Johns Hopkins Ca..., STUDENTS (Manage, Experiences, Applications, First Destination), and COMMUNICATE (Mass Emails). The main content area is titled 'Event Attendee Review' and includes tabs for Overview, Edit, Qualifications, Invite Students, Breakdown, and Attendees. A search bar is located at the top. Below the search bar, there are buttons for 'Download Resumes', 'Download Resumes', and 'Download Attendee CSV'. A list of students is shown, with 'Ted Shaprow (Student)' highlighted in a red box and labeled 'Registered'. To the right of this list, a detailed view of Ted Shaprow is shown, including a 'Remove Attendee' link highlighted in a red box. The detailed view includes fields for USER (eshapro1@jhmi.edu), Junior, Computer Science, and a 'Checked In' checkbox. It also shows PAYMENTS (No Payments) and SURVEY (No Response) status. At the bottom, there are tabs for Student Profile, Charges, and Survey Responses.

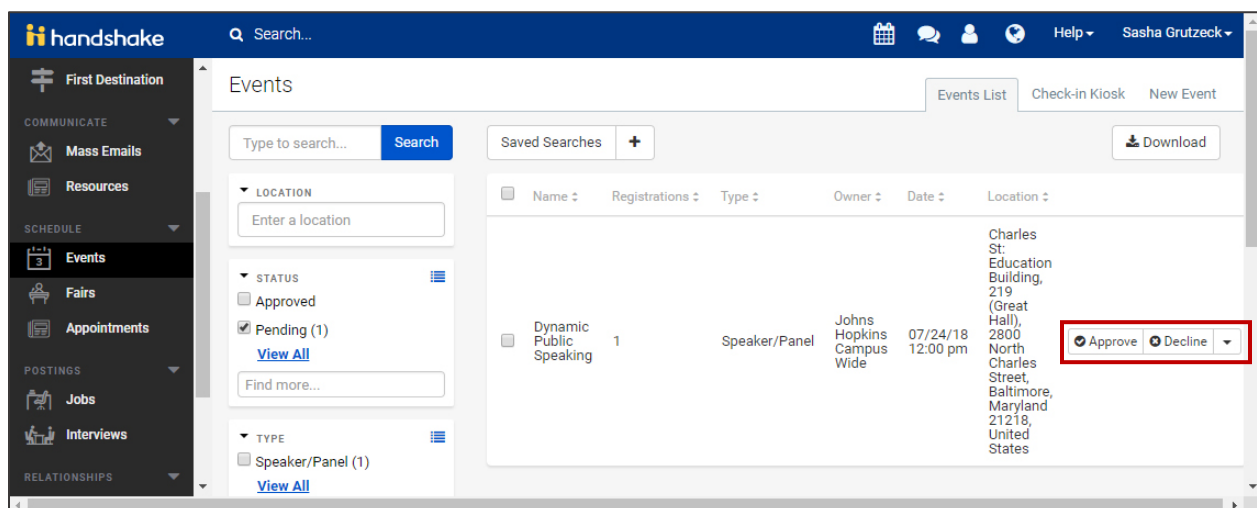
Reviewing and Approving Employer-Requested Events

Employers have the ability to request an event. When they do, these events are listed as “pending” in Handshake. They must be reviewed and either approved or declined.

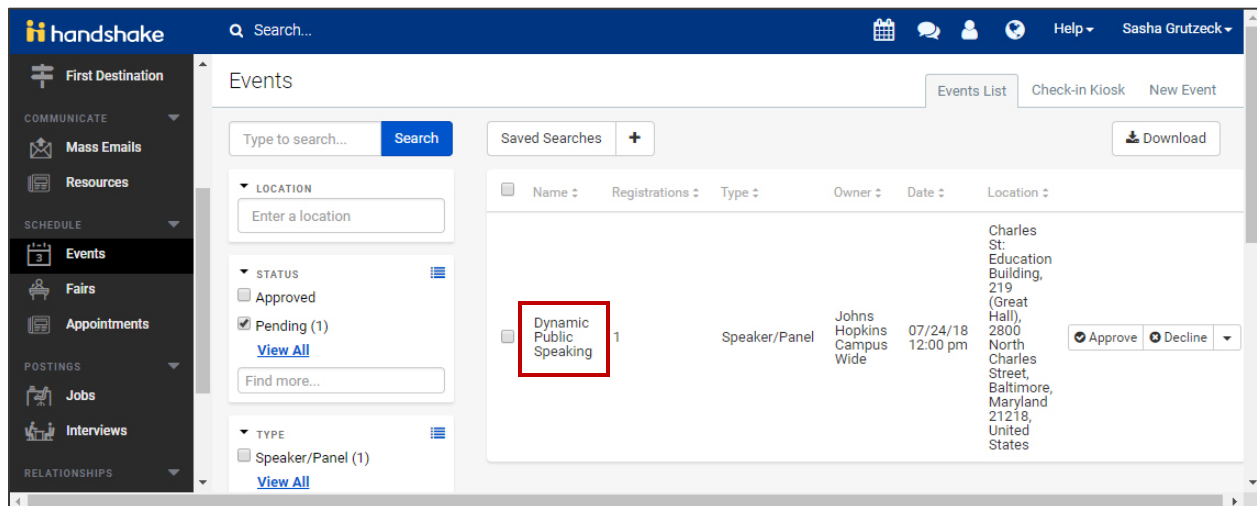
To process event requests from employers, click **Events** on the side menu and then use the Search function or filters to locate the event. (An easy way to find pending events is to click the **Status** drop-down menu and click the **Pending** checkbox).



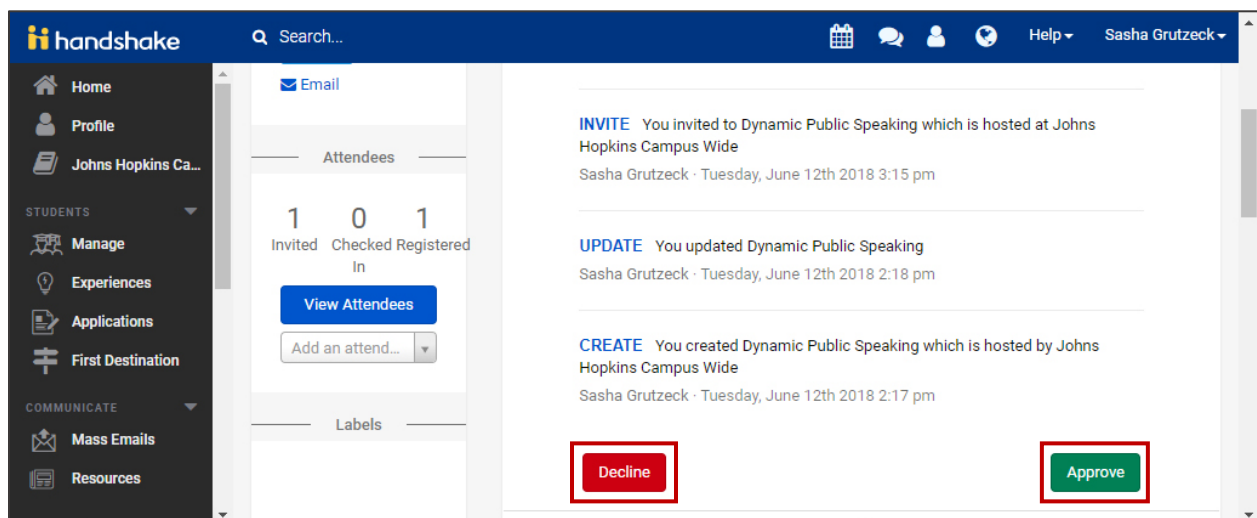
From here, you can click the **Approve** or **Decline** button.



If you would like to learn more about the event before you make your decision, click the **event name**.



Here, you can review the event information, and then click **Decline** or **Approve**.



Sending an Email to Event attendees



Tip: You are able to include a post-event survey in the email to event registrants and attendees.

1. Select the Event name from the Events Module
2. On the Overview Page, select the Email Attendees button
3. Select from the options -- **All Invited or Registered or Checked In, All Invited, All Registered, All Checked In, Registered and Checked In, Invited but not Registered or Checked In, Registered and not Checked In**
4. Select the Create Email button. Note: This will open the Mass Email functionality within Handshake. For more information on how to create a Mass Email, [click here](#)
5. To attach the survey, type the name of the survey in the Attached Cards field (located in the Write tab of Mass Email).



Tip: You can attach surveys to [Targeted emails](#). However, you must conduct a search using the filters to identify the target student group. You then have to copy the direct link for the survey (it will look like [https://jhu.joinhandshake.com/surveys/\[survey id\]](https://jhu.joinhandshake.com/surveys/[survey id])) and paste the link in the body of the email, or create a button that links out to the survey. Any student who clicks the link or the button will be able to take the survey.