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.

![Searching for Events](image)

**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.”

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

- **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 students 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.
- **Identify what type of event it is.** (Note: Do not use “Virtual Session” or “Other.”)
If you want students to register for the event, enter the registration start and end date and times. (This step is optional.)

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

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 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.

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).

Type a “Thanks for registering” message in the Student Welcome Message field.

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.

<table>
<thead>
<tr>
<th>Example</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Education:</td>
<td></td>
</tr>
<tr>
<td>Baltimore City Public Schools</td>
<td>This begins with the school name.</td>
</tr>
<tr>
<td></td>
<td>This is followed by a colon.</td>
</tr>
<tr>
<td></td>
<td>Finally, there is the event.</td>
</tr>
<tr>
<td>University-wide:</td>
<td></td>
</tr>
<tr>
<td>Baltimore City Public School</td>
<td>Events that do not require an invitation or open to all students (ex. webinar) begin with the word “University-wide”</td>
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<tr>
<td></td>
<td>This is followed by a colon</td>
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<tr>
<td></td>
<td>Finally, the name of the event</td>
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<tr>
<td>Campus-wide:</td>
<td></td>
</tr>
<tr>
<td>Baltimore City Public School</td>
<td>Events that are hosted by two or more JHU campuses but is not open to all students begin with the word “Campus wide”</td>
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<tr>
<td></td>
<td>This is followed by a colon</td>
</tr>
<tr>
<td></td>
<td>Finally, the name of the event</td>
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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.
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.
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.

Click the Attendees tab.
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.
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**
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]`) 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.