Northwestern Career Advancement

Northwestern Career Advancement Virtual Events
Event Guidelines and Best Practices

Planning your event-Communication is key!

- We recognize many firms are utilizing virtual events more often than ever before, and event planning strategies have changed due to current events. Share your organization's best practices and suggestions for how to engage with recruiting events with your **Employer Strategist (link)** and with students.
  - o **Tip:** Use the event descriptions in Handshake, and be thorough!
    Example: Are you hosting the same general information over multiple dates and times? Share if students should pick the best date that works for them in the event description.
  - o **Tip:** Be transparent and set expectations.
    Share how you will use your time with participants ahead of the event. If possible, include the agenda for the event in the description posted in **Handshake (link).**

Inclusivity and Accessibility Regarding Technology

- In all scenarios, share as much information as possible with students, ahead of your event. Students have varying knowledge of virtual platforms, and some lack access to updated operating systems, or even a laptop. If your event uses a specific platform, share that information ahead of time.
- Consider recording live events and share event recordings for students who cannot attend live.
- Provide live close captions or add captions to event recordings.
- Share your organization's expectations or suggestions about students also using video.
  - o **Tip:** Keep in mind, students may choose to attend virtual events with "audio only" for a number of reasons. Let students know ahead of time, and during the event if video is preferred.
  - o **Tip:** Use inclusive language when addressing turning on/off video. For example, "To the extent that your background, technology, and environment permits, we would love to "see your face" virtually!" Check out Handshake's article on 70 phrases to make your **recruitment more inclusive (link).**

Business Casual Policy

- All NCA and employer events are **business casual (link)**, in an effort to be inclusive and broaden talent pools. We encourage your organization's representatives to promote this policy and dress in business casual attire for virtual events.

Tracking Data and Attendance

- NCA asks that employers put complete event information in **Handshake (link)** to make event details and expectations easier to understand for students.
- Participant lists: NCA requests all organizations share attendance and check in lists for virtual events for reporting purposes and to serve our students.
  - o **Tip:** When hosting events on platforms such as Zoom, students can edit their display name in their profiles. We recommend asking students to virtually check in and provide identifying information such as their school email address, to distinguish who logged. This is especially useful if your event is open to multiple schools.

Choosing a date, time, and length for virtual events

- In lieu of largescale, long events, consider offering multiple, smaller sessions throughout the quarter. If you only plan to do one event, and it will be broken up into smaller sessions, let students know how they should plan to engage.
  - o **Tip:** Students are eager to connect with your organization in many ways, yet everyone is experiencing "zoom fatigue"
- Reach out to your **Employer Strategist (link)** to discuss the best date and time for your event.
- Make sure your event is in **Handshake (link)** to make sharing of event details easier for students.

Content

- Share key information such as deadlines, positions you're recruiting for, and how to apply.

Northwestern Career Advancement

- Share information about company culture such as affinity groups, social opportunities, employee resources, and anything that makes your organization unique.

Ideas to Promote Interaction
- Within Zoom: Utilize, polls, breakout rooms, chat function, "Raise your hand" function, and Q&A.
- For live survey responses, **Poll Everywhere (link)** and **Sli.do Questions (link).**
- For interactive games games, **Kahoot Trivia (link)** and **IceBreakers (link)**

Manage Participation
- Utilize platform settings to mute participants upon arrival.
- Share how your organization prefers students participate.
  - **Tip**: In small group settings, you can allow participants to unmute themselves and speak. In larger groups, you may want to ask participants to use the "raise your hand" function or utilize the chat function to ask a question.

Record Live Events
- NCA highly recommends recording information sessions and webinars, and sharing recordings with your **Employer Strategist (link).** Recording sessions allows more students to access key information.
- NCA will not distribute any recordings of webinars without permission from the organization.

Choose a Platform
- NCA does not require organizations to use a specific video conference platform.
  - All Northwestern students have university-provided Zoom accounts.
  - Not all students are familiar with all video conference platforms, and not all students have access to the latest system updates. If your event requires using a specific platform, share that information ahead of time.

Advertising Events
- NCA promotes events through newsletters to students. To ensure your event is included in a specific newsletter, enter your event information into **Handshake (link)** at least two weeks before the event. Reach out to your **Employer Strategist (link)** for more ways to connect with students.
- NCA also promotes events through weekly Instagram stories.
  - **Tip:** To request your event be included in the Instagram story, reach out to **Val Schoonover at Val@northwestern.edu**. Follow us at **@NUCareerAdvance on Instagram (link),** **Twitter (link),** and **Facebook (link).**

Resources and Guides
- **Handshake's Career Blog** offers **best practices for hosting a Virtual Event (link).**
  - More blog posts are available **here (link).**
- **Northwestern IT** Best Practices on Zoom Bombing: **"Zoombombing" - How to Protect Your Meetings and Respond to Disturbances (link).**
- **Zoom Tutorials** and Help Center: **Zoom tutorials (link).**
- **Northwestern's Norris University Center**: **Norris University Center has offered to assist organizations with hosting virtual events (link).**
  - For larger events and webinars, Norris has purchased a license for Zoom Webinar, to host events up to 3000 participants. To hire a tech specialist to help with your event is $70/hour. To hire a tech specialist and use Norris' Zoom Webinar platform is $200/hour.

Prices
It is free to host a virtual event with Northwestern Career Advancement.
The only potential costs would occur if you choose to use Norris Technical Services for assistance with your event.

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