

CBE CAREER FAIR



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Landscape
Architecture



Real Estate

HANDSHAKE VIRTUAL CAREER FAIR: EMPLOYER FAQ

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WHERE TO START LEARNING ABOUT HANDSHAKE?

1. Read Handshake's Virtual Fair [Playbook](#)
2. Browse helpful videos on the Handshake [website](#)
3. Watch [Employer Virtual Fair Training](#)

HOW DOES A VIRTUAL CAREER FAIR WORK?

- Representatives from your company can host **10-minute 1:1 sessions** and/ or **30-minute group sessions** with up to 50 participants at a time. Video and chat capabilities allow for increase interaction with participants.
- Students will sign up for sessions in advance of the Career Fair. You will be able to **review student profiles and resumes** prior to the Fair using the RSVP tab.
- Career Fair interactions are hosted on the Handshake platform, unless your company decides to host group sessions externally

HOW DOES MY COMPANY REGISTER?

1. Create an Employer User Account: Visit joinhandshake.com/employers. One registrant from the company submits an application. This person will be the only one to add reps and sessions until Step 4.
2. UW Career Center approves your registration.
3. Registrant gets notified of approved registration via email. The registrant can then add group sessions, additional reps, and edit 1:1 preferences.
4. Added representatives receive notifications via email, and can then log in to claim their schedule.
5. Edit and set up Career Fair Schedule: reps can build out their schedule, including sessions, breaks, and blocks marked as 'busy'.

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WHAT DO I NEED TO KNOW ABOUT REPRESENTATIVES?

- All representatives will need to have an **active Handshake account** to be added to your company's registration.
- Following approval by the UW Career Center, your registrant will be able to add the representatives to your account.
- Generally, **2-4 representatives** is sufficient. However, if your 1:1 or group sessions fill up, more representatives may be helpful.
- Representatives can be recruiters, consultants, alumni, etc.
- Once representatives claim their schedules, they will be able to mark slots as busy for breaks and update qualifications, as needed.
- Using the **"Manage Sessions" button**, companies can add, remove, and/or transfer representatives and their schedules.

WHAT DO I NEED TO KNOW ABOUT GROUP SESSIONS?

- Group sessions are open to **any registered student**. You cannot restrict access by setting qualifications for group sessions.
- Employers can schedule up to **six 30-minute group sessions** throughout the Career Fair. You will be able to choose the times for the sessions.
- Employers can use group sessions however they wish, including but not limited to: presentations, panels of representatives, discussions about company culture, etc
- For sessions with fewer than 15 attendees, 2-way video and chat will be available for discussions.
- Employers can elect to host group sessions via **Handshake's video platform** or on **your own external platform**.

Handshake Video Platform

- Limit of 50 participants, including representatives
- Built into Handshake website
- Technical support during group sessions is available
- If more than 15 participants join, video and microphones will be turned off for student participants. Participants will use "Raise Hand" feature to ask questions.

External Video Platform

- No limit to number of participants in the session
- Conducted outside of Handshake's video platform
- No technical support from Handshake is available.

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WHAT DO I NEED TO KNOW ABOUT 1:1 SESSIONS?

- 1:1 appointments are **10 minutes each** and default to cover the entire Career Fair. Employer reps can mark slots as busy for breaks or reduce the number of 1:1 sessions.
- Employers **can set qualifications** that students need to meet in order to register for a 1:1, including major, school year, graduation dates, work authorization, and GPA
 - Use qualifications **sparingly**, since students with just one qualification that does not match your list will not be able to register.
 - Using **Graduation Date** instead of School Year for grade qualifications.
 - Use **“Pause Qualifications”** setting, which removes qualifications 48 hours prior to Career Fair. This allows more students to register for any remaining slots.

PREPARING FOR VIRTUAL CAREER FAIR:

- **Check RSVPs often**--students can register up to and including the day of the Career Fair
- Representatives can **review student resumes and profiles** on the RSVP tab for those who have registered
- Representatives can message registered students before, during, and/or after the Career Fair
- Employers are encouraged to **add opportunities (jobs, internships)** to your registration page prior to the Career Fair, as students often look for these opportunities.
- Include links to company websites, events, projects, etc to generate more interest.
- Test and confirm video and audio settings prior to the fair using **“Test Handshake Video” button**.
- Handshake recommends using **Google Chrome or Firefox** browsers.
- Employers can **log in 60 minutes prior** to the Career Fair.
- Employers with Premium Handshake can invite students from previous Handshake events and interviews to attend the Career Fair.

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ADDITIONAL HANDSHAKE RESOURCES:

1. [Virtual Fairs in Handshake: A Guide for Employers](#)
2. [Virtual Fair Video Session Demo](#)
3. [How to Register for the Virtual Fair \(Employers\)](#)
4. [How to Edit Your Registration](#)
5. [How to Add a Representative to Your Registration](#)
6. [Creating a Schedule for Virtual Fairs](#)
7. [How to Claim a Schedule \(Video\)](#)
8. [Managing Schedules for Virtual Fairs](#)
9. [Test your Handshake Video](#)
10. [Virtual Fairs: Supporting Students](#)
11. Day-of: [How to Host Virtual Fair & Launch Sessions](#)
12. Day-of: [Report an Issue](#)
13. Day-of: [Trust & Safety](#)