



PLANNING EVENTS INVOLVING EMPLOYERS

1. Select a date, secure space and determine set up of space

3-6 months in advance

If you are requesting Career Services and Advising Center support for the event, please keep in mind that our events are booked 3-6 months in advance and if you are planning your event with less lead time, we cannot guarantee our availability.

Book event space using EMS or by contacting Jen Davis jdavis86@fitchburgstate.edu. Work with Events (contact Nate Corbett ncorbet1@fitchburgstate.edu) to ensure that the space can be set up as desired and, if necessary, order rental tables and chairs. Work with Jen Davis to secure parking for campus visitors.

2. Create Handshake Event

2 months or more in advance

If you will be registering either employers or students for the event using Handshake, have Susan Beddes (sbeddes@fitchburgstate.edu) create an event on the platform. If you are interested in creating a roster of student attendance, Handshake allows students to pre-register, or check in at the event, using only their FSU email address.

Susan Beddes | she/her/hers
Associate Director for Internship Coordination
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Career Services and Advising Center
(978) 665-3321 | sbeddes@fitchburgstate.edu

3. Create marketing materials & create marketing plan.

2 months or more in advance

If marketing materials will be distributed externally (to employers or community members), the marketing materials will need to be created by Printing Services. This requires at least 2 weeks for the design team to create a design. If the marketing materials will be on campus only, they can be created by the department.

Order copies of marketing materials such as:

- Sandwich board posters for Hammond Hall and appropriate classroom buildings
- Letter-size or 11x17-size posters to post in appropriate classroom buildings or Hammond Hall (posters in Hammond Hall need to be approved by Student Development)
- Table tents for tables in classroom buildings or dining halls

Submit marketing request to Integrated Marketing and Communications

(requires 2 months lead time)

- Photographer at the event
- TV advertisement on campus TVs
- Social media posts

Create a plan for marketing event to students including:

- Email outreach
- Social media outreach
- Outreach in classes (and, if possible, in class registration)

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4. Outreach to employers

6 weeks in advance.

Work with Susan Beddes (sbeddes@fitchburgstate.edu) to develop a list of target employers and outreach with a description of the event, as well as dates and details about how to register. Follow up with registered employers two weeks before the event, one week before the event and the day before the event with logistical information, including:

- Time and location
- Parking (including parking pass from Jen Davis, and details about where to park)
- Overview and timing of the event
- Contact information for point of contact on campus

5. Event logistics

4 weeks or more in advance.

Plan logistics for the event including:

- Space set-up (work with Events) and confirm tables and chairs needed
- Reserve catering from Chartwells (at least 4 weeks for a large event) and, if necessary, tablecloths
- Contact University Police Department to let them know the event is taking place and what the parking situation will be Chief Cloutier (mclouti4@fitchburgstate.edu)
- Work with Susan Beddes (sbeddes@fitchburgstate.edu) to plan thank you gifts for employers
- Create a student and employer survey to be distributed after the event
- Order sandwich board signs for employers for the day of the event: Event parking sign at the appropriate parking lot, and event name sign for the building (order from Print Services, reserve sandwich boards from Jen Davis (jdavis86@fitchburgstate.edu)).

6. Details for the Day of the Event

2 weeks or more in advance.

Plan details for the day of the event, including:

- Confirm event details with Events (contact Nate Corbett ncorbet1@fitchburgstate.edu) and schedule a walk-through of the space
- Create and print programs or other paper materials needed for the event (one week or more timeframe from Print Services)
- Solicit student or faculty volunteers for the day of the event
- Create and print signage for the event
- Create a plan assigning tasks on the day of the event, including:
 - Student check-in (using Handshake)
 - Employer greeting and check-in
 - Answering questions
- Go over plan for the day of the event with volunteers in advance

7. Follow Up

1 day to 1 week after the event.

Complete the following tasks:

- Pull list of student attendees from Handshake
- Email student attendees with survey link; send follow up one week later
- Email employers with survey link; send follow up one week later
- Hold postmortem meeting with key stakeholders to get feedback on the event and plan improvements for next year