How to hold an online event for students at University of Edinburgh

This guide offers guidance on how best to run your online event to Edinburgh University students. For the academic year 2021/22 we will mostly be offering online opportunities to connect with our students and graduates, but there are still some options for having an on-campus presence.

Whilst we hope that most of our students will be joining us in-person in Edinburgh this year, we expect restrictions on physical distancing to continue so we advise employers to put most effort into connecting with students and graduates virtually.

Online events

STEP 1: Choose your date and time

In order to avoid revision, exams, and vacations periods, please also consult the University Calendar.

Webinars are generally more flexible with timing because students can join from any location. Recommended times to hold an event:

- Lunchtimes (1pm – 2pm)
- Evenings (5:30pm onwards – exc. Fridays)
- Wednesday afternoons between 1pm – 5:30pm (students have reduced lectures at this time).

STEP 2: Choose software

Running your webinar using your own software:

If you are using your own software the only steps you need to take to ensure it is promoted to our students is to advertise the webinar on MyCareerHub (see instructions below) and send the link to the session to any students who book on.

We may also 'listen in' on your webinar, where we have capacity, to help relay your key messages to other Careers Service staff, and students.

Our 'Tips for running your online event' offers more tips on the setting up and running of your event.

STEP 3: Publicise your event

Advertise your event on MyCareerHub	Free	Event publicity form
Send a targeted email	£35 + VAT per subject area, per group	Book now
Book 'Prime Advertising' on MyCareerHub	£75 + VAT	Book now
Add your vacancy with a "Find out more" link to your event	Free	Add your vacancy
Promote your event on social media	Free (NB. We occasionally repost)	Twitter, Facebook
Contact student societies	Free	Go to website
Advertise through the Students' Association	Various costs	Book now

Publicity: Your event will often be one of many events taking place that day, and there is no guarantee students will book on. Although your event will be listed on MyCareerHub, we strongly advise employers to use multiple publicity channels in order to give their event as much exposure as possible. Targeted Emailing to promote your event is also recommended if your budget permits.

Hosting your event (applicable if you are using your own software): As this is your own event, there will not necessarily be a member of Careers Service staff present.