

Thank you for your interest in Duke Law students! We encourage employers hosting virtual recruitment events for all classes to follow the steps below to plan and promote your event.

### 1. Planning Your Event:

- **Choosing a date:** We recommend that you consult both the [academic](#) calendar and the [Duke Law Events](#) calendar. Please avoid scheduling events during the reading/exam period. It is common and often unavoidable for multiple employer events to be scheduled for the same evening. To see which other employer events have been scheduled, please view the [CPDC Employer Events](#) calendar.
- **Choosing a time:** For events scheduled for M-F during the academic period, we recommend that employer-hosted events be held either in the evenings (after 5:30pm ET) or during the lunch period (12:30-1:30pm ET) to avoid class conflicts.

### 2. Event Considerations:

- **Targeting class years:** After October 19, employers may begin inviting all class years to participate in virtual recruitment events. Consider if you prefer to target a certain class year, or if your event will be open to all class years.
- **Collecting RSVPs:** Do you plan to collect student RSVPs in advance, or will there be an event link which any student can use to join without RSVP?
- **Recording your event:** When possible and appropriate, we encourage employers to record their virtual programs so that students who are unable to attend may watch the content later. If you do record your event, we encourage you to circulate a Link to the recording to students via the class contact lists. Employers participating in Virtual OCI for Duke Law 2Ls may also request to add a URL link to recorded programming in their OCI schedule in Symplicity.

### 3. Promoting Your Event:

- **Submit your event to the CPDC:** Once you have your event details finalized, please submit your event to the CPDC by [filling out this questionnaire](#). Once we receive your questionnaire, we will post your event to the [CPDC Employer Events](#) calendar, and will share student contact lists with you. When possible, we recommend that you submit your event at least two weeks prior to the event date. The questionnaire will ask you to provide the following information:
  - **Event contact**
  - **Event title**
  - **Event date and time (please specify time zone)**
  - **RSVP information or link to join the event**
  - **Event description**
  - **Whether the event will be available to view at a later date (via recording)**
  - **Which class years you plan to invite to the event**
- **Invite students directly:** The CPDC does not email students directly on behalf of employers, but we encourage you to contact students directly using the class contact lists, which we will share with you after you submit your event to the CPDC via the questionnaire lined above. For most events, we recommend that you invite the entire target class or classes, but if you would prefer a list that highlights students who have indicated interest in a specific geographic market, please let us know.

#### **4. Promoting to or Partnering with Student Groups:**

- You are welcome to contact leadership of Duke Law [student groups](#) to promote your event.
- Many employers choose to partner with [student groups](#) for programming. If you are planning an event in partnership with a student group, that group will handle all promotion of the event, and you do not need to follow the steps outlined above.

Please contact [Susan Anderson](#) with any questions about planning or promoting your virtual event.

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