

CONNECTING WITH EMPLOYERS AFTER THE FAIR

The job fair is over, and you managed to get a few business cards – great! Now what? You want to apply for the job of course, but what about retaining the connection you worked hard to build? Continue crafting those relationships for the future by maintaining professional communication either by email or online networking.

FOLLOWING UP VIA EMAIL

You had a great conversation with a company representative, and they invited you to keep in touch by handing you their business card. Within the next 24 hours after the fair ends, send them a thank-you email to remind them who you are, and what you spoke about. Your email should be clear and concise (100 words or less) with your resume attached for convenient review:

- Remind them of your name and where you met them (Humber College Job Fair).
- Summarize what you chatted about – if there was something interesting that stood out, mention it! It'll be easier to remember you through this.
- If they told you to apply online, let them know that you've taken those steps and have also attached your resume for this email.
- Invite them for further discussion with your dates of availability. What's something you want to learn more about, or an interest you briefly touched on and want to detail further?

Sample email:

SUBJECT: Thank you for your time at Humber's Job Fair!

Hi John,

It's **[YOUR NAME]** – I had a great time chatting with you yesterday about **[TOPIC]** at Humber College's Job Fair!

As mentioned, I'm incredibly excited about the **[POSITION]** opportunity with your team. I submitted my application online, and attached it to this email in case you wanted to personally review it.

I know you must be busy, but if you ever have the time I'd love to keep in contact with you and continue our conversation about **[TOPIC]**, which I'd love to learn more about.

Thank you for all your help, looking forward to hearing from you!

Best,
[NAME]

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FOLLOWING UP ONLINE

If you didn't happen to get any contact information beyond the recruiter's name, no problem! If you have LinkedIn, you can easily find their profile and send a connection request.

- Reintroduce yourself by thanking them for your chat at the job fair.
- Reiterate your interest in connecting with them – is it to follow company updates? To keep in touch about future career possibilities? Make your goal clear.
- Ensure that your LinkedIn profile is updated and matches the information on your resume.

Sample connection request (300 characters):

Hi Emily,

It's **[YOUR NAME]**, and we briefly met at Humber College's Job Fair yesterday. I really enjoyed our discussion about **[TOPIC]**, and was hoping to connect with you to learn more about it, as well as other opportunities available at **[ORGANIZATION]**.

All the best,
[NAME]

THEY HAVEN'T GOTTEN BACK TO ME – NOW WHAT?

Even if you don't receive a response to your follow-up messages, your efforts haven't gone to waste. In communicating your interest, you are developing your articulation skills that will ultimately help you sell yourself to the right company. Take everything as a learning experience – could you have sent the message earlier? Did you have enough of an engaging conversation? Here are some things you can do in the meantime, while you prepare for your next job fair:

- Reach out to another representative about the opportunities you discovered
- Follow the company page on LinkedIn to stay updated on future opportunities
- Stay active on the company posts (comment, share, etc.) to reiterate your interest
- Connect with your friends who may have received responses, and ask for their feedback

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