

Network to Work Meeting – October 2019

RESOURCE DOCUMENT – Follow Up

How to Follow Up After a Networking Event

Timing is of the essence when writing a follow-up letter to a contact you met at a networking event such as a job fair. By following up, you solidify your relationship with that person. Following up also gives you a chance to ask a particular question, or even arrange a time to meet one-on-one.

It's best to follow up within 24 hours of meeting. Express your appreciation for their time and include details pertaining to the conversation you had.

Tips for Following Up with a Contact from a Networking Event

Follow up within 24 hours. You want to follow up quickly so that the acquaintance remembers you. Send an email or letter within 24 hours of meeting him or her.

Mention a conversation from the event. To help remind the person who you are, mention a conversation or topic you discussed at the event. For example, you might say, "I enjoyed speaking with you after the kick off speaker at the XYZ Job Fair." A quick reference to your conversation will help jog a person's memory.

Offer to help. When making a networking contact, it is always a good idea to offer help before asking for a favor. If there is any way you can help the contact, do so (perhaps you had offered to connect him with someone, or maybe she asked you to forward an article you were discussing).

Ask to meet up. Suggest a time to meet up for coffee if you live in the same area. You might phrase it as a chance to continue a particular conversation you were having at the event. For example, you might write, "I would love to continue our discussion about the changing face of the job market in our city. Perhaps we could meet next week and discuss further over coffee?"

Connect on LinkedIn. Connect with the contact on LinkedIn to further strengthen your professional relationship. Once you get to know the person better, you might ask him or her to write you a recommendation on LinkedIn. However, don't ask for this favor in your follow-up email. Focus on your connection, rather than asking for anything too specific.

Edit, edit, edit. Whether you send your follow-up note as a letter or an email, be sure to thoroughly edit the message before sending it. Remember that this is a professional message. You want to make a strong, positive impression. Therefore, make sure there are no spelling or grammar errors in your letter.

Sample Follow-up Letter to a Contact from a Networking Event

Ms. Anna Thompson
123 Main St.
Albany, NY 12201

October 4, 2019

Dear Ms. Thompson,

It was a pleasure meeting you at the Fall Job and Internship Fair last Friday. Your commentary about the need for and responsibilities of a personal care attendant in service of our aging population was very informative and only increased my interest in the field.

As you recommended, I contacted John Smith to discuss potential job openings at his organization. I will be meeting with him next weekend.

I would be grateful if you would let me know if you hear of any other job openings for a PCA in your organization or elsewhere, or if you have any further suggestions for people whom I should contact regarding open positions. I have attached my resume for your review.

Finally, I am enclosing a copy of the article I mentioned about the changing demographics in the northeast due to the aging of the population. I think you will find it very enlightening. Perhaps we could discuss it further over coffee sometime in the next couple of weeks? I will follow up again via email to suggest some times.

Thank you so much for your assistance. I hope to see you again soon.

Sincerely,

Jane Adams
234 Longview Rd.
Saratoga Springs, NY 12286
518-555-1234
jane.adams@email.com

Following Up Via Email

If you send the letter as an email message, you do not need to include the person's contact information in the email. Be sure to include your contact information in your email signature, though.

In the subject of the message, include your name so your contact knows who the message is coming from. (For example, Subject: Jane Adams - Update) Your message will have a better chance of being opened and read if the recipient is aware of who is writing.

5 Examples of A Follow Up Email After A Career Fair

Career fairs are an excellent way for those looking for a job or career opportunity to get connected with recruiters. But what about when you need to send a follow-up email after the career fair? Career fairs themselves are fairly easy to go to, but there are some extra measures one will need to take after a job fair to really seal the deal. The most important thing to do after a job fair is to write a follow-up email to send to the recruiters you spoke with.

Let's take a look at what career fairs entail and how to write the perfect follow up letter, plus a few examples to get your creative juices flowing.

What Is A Career Fair?

A career fair or job fair is an organized event in which job recruiters meet and talk with potential employees. Job fairs are often held in businesses or at universities. While at a fair, potential employees can ask any questions they want for recruiters and exchange contact information.

After a successful conversation with a recruiter, be sure to ask for their business card or brochure so you can contact them afterward.

Optimization For Your Follow Up Email

After the job fair is over, you'll want to pen a follow-up email to your recruiter. You can do this a day or two after the fair but sooner is definitely better than later.

Optimizing your follow up email is key. A plain, unremarkable email will not do. You can do this by remembering events that took place at the career fair itself. Look back at the conversations you had with the recruiter. Did you share a similar hobby? Did you both find something humorous? Briefly mention it in your email so that your recruiter can hone in on exactly who you were.

Furthermore, it's wise to keep this in mind when you're at the job fair. Make an impression on the recruiters you meet, even if it's something small.

Jogging The Recruiter's Memory

We mentioned above that jogging your recruiter's memory is key, but you might want to go even further in your email. This is especially so if the career fair was particularly massive and many people likely spoke with your recruiter.

To really ensure that the recruiter remembers you, find ways to recall their memory. You can mention something you wore, something you said, or something you did during the conversation that your recruiter would remember. It may seem strange to include this, but your recruiter will be glad that you took the time to make things a bit easier on them.

How To Follow Up With A Recruiter After A Career Fair

The general process for following up with a recruiter after the fair is as follows:

- Make an accurate assessment of how well the conversation went and whether or not the company aligns with what you're looking for.
- Use the recruiter's business card to find their contact information. Usually, this will include their email address.
- Use the tips and examples below to write your follow up email.
- If you don't hear from the recruiter within a week, send another briefer follow-up email. Make sure to remain polite, even though it can be annoying to be ghosted by a recruiter.
- Once they get back to you, schedule a phone interview or in-person interview.

It would be wise to do this with as many recruiters you met at the career fair as possible or at the very least the recruiters for companies that you were extremely interested in.

Writing a follow-up email after a job fair isn't too difficult of a task. With a few tips and examples, your email will be perfect and attention-grabbing.

Tips For Writing A Follow Up Email

Here are a few tips for writing the perfect follow up email after a job fair:

- Make sure your subject line is extremely easy to read. Try something like "Re: Career Fair Opportunity" or "Thanks for the conversation at [the job fair name]!" Keep it simple but also pinpoint that you're following up with the recruiter.
- Make the email fairly brief, but not so short that it loses meaning. You'll want to pack as much relevant information as possible into the email, but it is important not to rant.
- Make sure to gather any and all information you'll need to give your recruiter. This can include your resume, CV, cover letter, list of references, proof of university attendance, etc.

- Make sure to include your own contact information, including your email, phone, social accounts (if applicable), and anything else that could be useful for your recruiter to have.
- Always include a genuine “thank you” statement at the beginning and also at the end of the email as well.
- Proofread multiple times if necessary. You want to come off as professional and experienced in this email.

Let’s take a look at some excellent follow-up email templates and examples that you can use when crafting your personalized email to your recruiter.

5 Example Follow Up Emails To Send After A Career Fair

These examples can be excellent templates or inspiration for when you write your own post-job fair email:

Example one

Hi [Recruiter]. It’s [your name] and we met yesterday at [name of career fair or business where it was held]. I know your inbox is probably getting a lot of incoming messages from other applicants, but I just wanted to thank you for talking with me today. As I mentioned yesterday, I would be ecstatic to get a chance for an interview for the [position name] position that you’re currently looking to fill. I believe that my skills are strongly in line with your requirements for this position. I think that my experience in [relevant skill] would be very useful when developing new strategies for [the company name] we had discussed. Let me know if you’d like any additional information from me. I also attached my resume, just in case you need it. Thanks again and I hope to hear from you soon!

Example two

Hey [Recruiter]. I really enjoyed talking with you and learning more about [company name] at [name of job fair or business where it was held] this week. As we discussed, I'm very interested in [position name] and would love an opportunity to intern or co-operate with [company name]. I have officially applied for the position via your company website, as you recommended, and I have attached my CV in this email for your reference. I hope to hear from you soon. Thank you again for sharing your time and knowledge at the career fair!

Example three

Dear [Recruiter], Thank you for taking the time to talk with me at [job fair name or where it took place] today. I have been interested in [company name] for several months now and I appreciated learning more from you about the training program and the company’s plans to expand.

As I mentioned during our brief conversation, through my recent participation in the SCSEP program, I gained substantial training and experience in [career field]. Based on all I have learned in that experience and from the information you shared with me, I am convinced

working in the field of [career field] at [company name] would be an ideal fit. My resume is attached to this email and I have also uploaded it at [company website] for your review. I would love the opportunity to talk with you again and meet other members of your staff. Thanks again for attending the career fair at [job fair location] and talking with me about your current opportunities. I hope to speak with you again soon!

Example four

Hello [Recruiter]. I wanted to thank you again for taking the time to speak with me today at [career fair or where it was held]. The [industry name] industry has interested me for quite a while now and it was a real pleasure to learn more about [company name] and its mission. I found [position name] to be quite interesting, and I really enjoyed hearing about [project or event they mentioned at the fair]. In particular, we spoke about positions within [company name]'s [department name] department in the coming year. I think I would be a really good fit for one of these positions due to my extensive experience working in [industry name]. I would love to know what you think the best next step is for me to get on board! I also really enjoyed talking about [mention a personal anecdote or something that you discussed]. Thanks again for your time.

Example five

Hi [Recruiter]. Thank you for taking the time out of your busy schedule to talk to me about the [job position] with [the relevant business]. After speaking with you, I believe that I would be an excellent candidate for this position. I'd offer the [a relevant skill] and [another relevant skill] that you need for such a specific position. In addition to my passion for performance and growth, I would bring the [a third relevant skill or attribute] necessary to get the job done. I look forward to speaking with you or chatting via email once the final decisions are made regarding this position. Please feel free to contact me at any time if further information is needed, such as references, certificates, etc. Thank you again for your time and consideration!

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"How to Follow Up After a Networking Event", by Alison Doyle, The Balance Careers, updated February 8, 2019.
<https://www.thebalancecareers.com/follow-up-letter-to-a-contact-met-at-a-networking-event-2063486>

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<https://www.algrim.co/posts/285-career-fair-follow-up-email>