

# AFTER THE FAIR



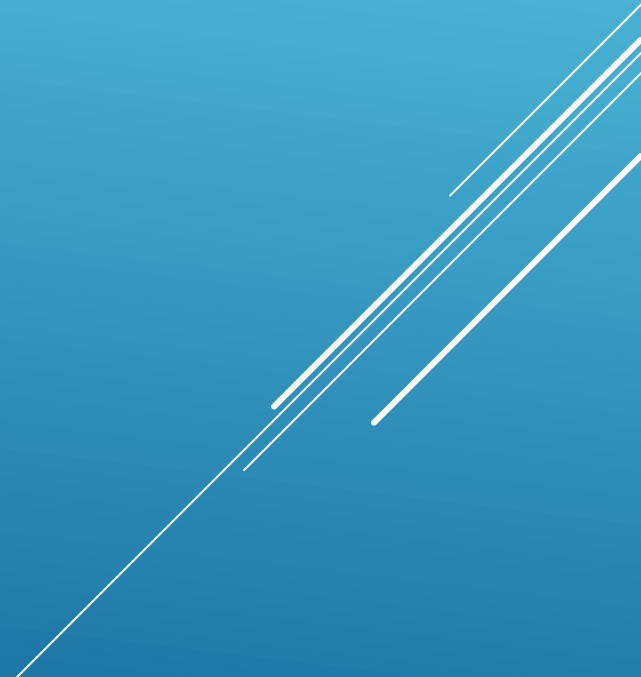
# IMMEDIATELY FOLLOWING THE FAIR

## 1-3 DAYS

- ▶ Create a list of the companies with whom you spoke
  - ▶ Company Name
  - ▶ Contact Name
  - ▶ Event Notes
    - ▶ Interesting /unique conversations
    - ▶ Application instructions
  - ▶ Follow Up Method
  - ▶ Follow Up Notes
  - ▶ Next Action Date

Company Name	Contact Name	Event Notes	Follow Up Method	Follow Up Notes	Next Action Date
Liberty Mutual	PJ Macom	Management rotation program-need to apply online	LinkedIn	Requested connection 1/10-Connection accepted 1/12. Messaged to let her know I completed online application	1/26/2015

# FOLLOW THROUGH AND FOLLOW UP

- ▶ Submit online applications for all of the companies you want to pursue
  - ▶ Send a follow up email to the company contact
  - ▶ Connect on LinkedIn
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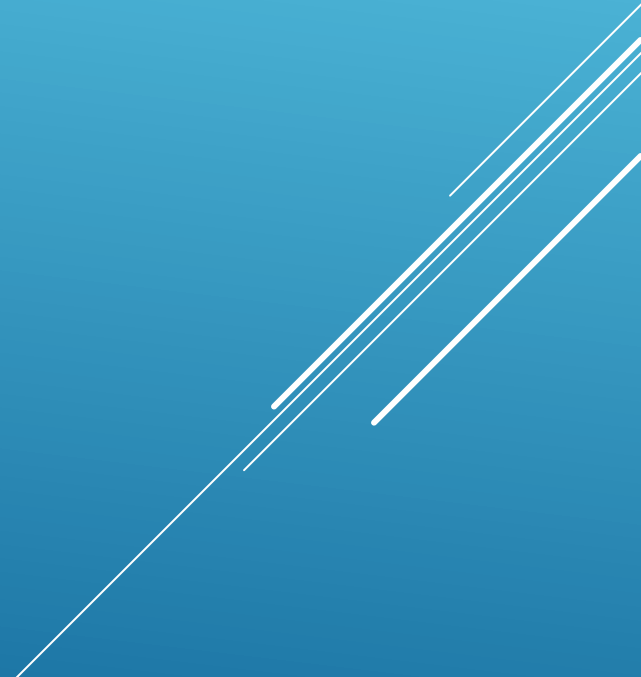
# APPLICANT TRACKING SYSTEMS-A.K.A. THE BLACK HOLE

- ▶ Did the person you were speaking with ask you to apply online?
  - ▶ This is not a brush off
  - ▶ Employers need to track applicants
  - ▶ Many cannot interact with you until your official application has been received

# THE FOLLOW UP EMAIL

- ▶ Send a follow up message within 1 week from when you met. Within 72 hours is ideal
  - ▶ Keep it simple
    - ▶ Where you met, thank you, what you discussed, why you are emailing today, reiterate interest
    - ▶ Attach your resume
    - ▶ Signature line
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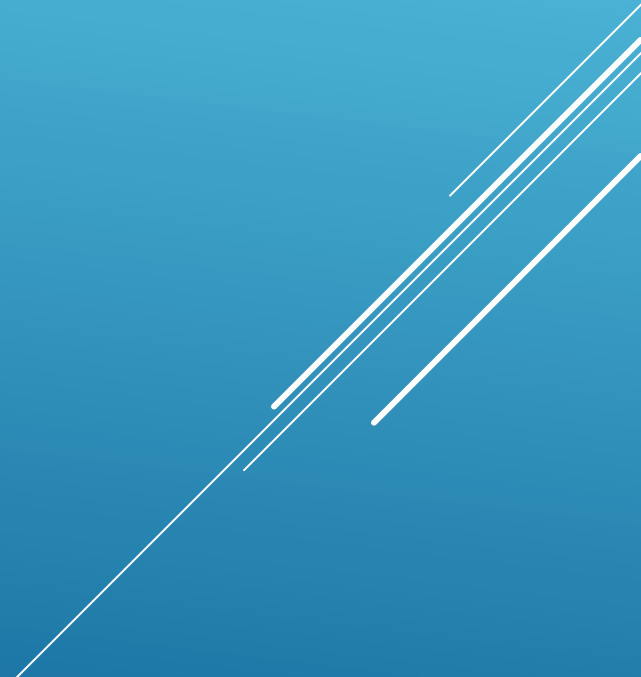
# FOLLOW UP AGAIN

- ▶ If you do not get a response from the first email you can follow up again.
  - ▶ The suggested wait time is 2 -3 weeks
    - ▶ Follow up to original message, thank you, reiterate interest, ask about hiring timeline
  - ▶ If you do not hear back from the second message after 2-3 weeks you can send one more follow up or let this one go.
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# DEVELOPING LONG TERM CONNECTIONS

- ▶ Follow up is still important even if you are not ready to apply yet
  - ▶ Send a thank you note within 1 week of meeting
    - ▶ Where you met, thank you, interest in future opportunities,
  - ▶ Follow up every 1-2 quarters
    - ▶ Reintroduce yourself, reiterate interest, provide an update of your activities
  - ▶ Change your message to an inquiry of how to apply about 2 quarters before you will be ready to begin work

# SET YOURSELF APART

- ▶ Sending a follow up message can really set you apart from everyone else.
  - ▶ Provides the hiring manager something besides your resume by which to remember you
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# HOW CAN WE HELP

1:1 Career Counseling Appointments

Other webinars – available through Handshake

