



CAREER SERVICES

Career Expo

Follow Up Tips

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Congratulations to job candidates wanting to take their conversations and build on an initial connection with a prospective employer. Here are a few tips on how to maximize your Career Expo experience and move to the head of the class, so to speak.

Thank you notes/e-mails: Write thank-you emails to all the recruiters you spoke to. Send an e-mail either the same evening as the expo or the next day – you cannot afford to be late. However, write a separate e-mail to each company. Do not send out a common generic e-mail – it never works. Try and incorporate the conversation you had with the employer into the message. It is also advisable to attach a copy of your resume to the message. The employer might have lost or thrown the paper copy out you gave them. If you were instructed to register at the company's job portal, do so accordingly. Follow all instructions you were provided.

LinkedIn: Connect with recruiters and employers via LinkedIn. You will find that some recruiters want to connect with potential candidates. Be prepared that some will not though. In addition, be sure to follow a company's LinkedIn page. LinkedIn provides a tremendous platform for connecting and sharing with potential colleagues. LinkedIn is essentially an online rolodex.

Twitter: Twitter is where it's at. Twitter is growing faster and faster every day, and businesses are effectively using this tool. Job seekers are making a huge mistake by not taking advantage of Twitter. Follow a potential employer's Twitter feed. Many companies have a special account just for their career division, and a number of recruiters also have Twitter accounts. It is a great way to share information.

Cover Letters: Anytime you send a resume to a potential employer, you should include a cover letter. Follow up with recruiters after a Career Expo by resending your resume and cover letter. While many will tell you they never read cover letters, many do. Do not guess who does and does not read cover letters; simply write the letter.

Other company representatives: Believe it or not, your booth visits at the Career Expo can really pay off when reaching out to other representatives of the company. Use the story as a lead in for cover letters, conversations or interviews to show your effort in connecting with an employer.

However you choose to follow-up with a company after a Career Expo, be sure to extend your connections beyond the few minute conversation at the Expo itself. Use those conversations as a foundation for a future relationship with a potential employer and colleague.

The Career Expo is not just about seeking current jobs, but also future opportunities. Do not allow yourself to be another face in an enormous crowd that is quickly forgotten. Take notes after each conversation and use that information to leverage your experience and enhance your job search strategy.

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