Career fair follow-up email

Send it within 24 hours of the fair, and the same evening for hourly job fairs. After 48 hours, most candidates can't remember which of the 20 booths you were.

STRONG PROSPECT

Subject: Great meeting you at [Event Name], [First Name]

Hi [First Name],

It was good to meet you at [Event Name] yesterday. I enjoyed hearing about [specific detail, e.g. the inventory project you ran during your internship at the regional distributor].

Based on our conversation, I think you'd be a strong fit for our [Job Title] role on the [Team Name] team. Here's the job description: [Job Link]

I'd like to set up a 20-minute call with [Hiring Manager Name] next week. You can grab a time here: [Scheduling Link]

If you have questions before then, reply anytime.

[Your Name]
[Title], [Company]
[Phone Number]

STUDENT / CAMPUS FAIR

Subject: Following up from the [School Name] career fair

Hi [First Name],

Thanks for stopping by the [Company] table at the [School Name] career fair on [Date]. It was great to hear about your [Major] studies and your interest in [Area].

As promised, here are the next steps:

- Apply for our [Program Name, e.g. Summer 2027 Operations Internship]: [Application Link]
- Applications close on [Deadline].
- First-round interviews will be on campus on [Interview Dates] or by video.

If you'd like to know what the program is really like, I can connect you with [Current Intern Name], who's a [School Name] student in this year's class.

Good luck with the semester,

[Your Name]
[Title], [Company]

HOURLY / HIRING EVENT

Subject: [First Name], next step for [Job Title] at [Company]

Hi [First Name],

Thanks for talking with us at [Event Name] today. We're hiring [Job Title]s at our [Location] site:

- Pay: [Pay Rate]
- Shifts: [Shift Options]
- Start date: [Start Date]

Book your interview now: [Scheduling Link]

Interviews take about [Duration] minutes, and many people get an offer the same day.

Questions? Text us at [Text Number].

[Your Name]
[Company] Recruiting Team

VIRTUAL CAREER FAIR

Subject: Thanks for joining us at [Event Name]

Hi [First Name],

Thanks for visiting our booth at the [Event Name] virtual career fair. As we mentioned in the session, we're hiring for [Role Area, e.g. customer support roles across three time zones].

Here are the roles that match what you shared: [Job Links]

The session recording and the slides from our team talk are here: [Recording Link]

If you'd like a one-on-one conversation, book 15 minutes with me: [Scheduling Link]

[Your Name]
[Title], [Company]

SUBJECT LINE IDEAS

- Great meeting you at [Event Name], [First Name]
- Following up from the [School Name] career fair
- Next step after [Event Name]: [Job Title] at [Company]
- As promised: the [Job Title] role we talked about

• Your interview link from [Event Name]

• Thanks for stopping by the [Company] booth

• [First Name], let's keep the conversation going

SMS / WHATSAPP VERSION

Hi [First Name], it's [Your Name] from [Company]. Great meeting you at [Event Name] today. Book your [Job Title] interview here: [Scheduling Link]. Questions? Just reply. Reply STOP to opt out.

Placeholders to replace: [First Name], [Event Name], [School Name], [Date], [Major], [Job Title], [Job Link], [Application Link], [Scheduling Link], [Hiring Manager Name], [Pay Rate], [Location], [Text Number], [Your Name], [Title], [Company]