**EMAILS FROM THE SCHOOL BEFORE THE VIRTUAL EVENT**

**Template 1: Career Fair Announcement + Save the Date**

**To: Employers**

Subject: Save the Date! (Career Fair Name) on (insert Date)!

Hi (Employer name),

Our (Career Fair Name) will be held virtually on (Insert Date and Time)!

We are excited to host the fair with GradLeaders all-new Virtual Career Fair platform. Upgrades include the ability for organizations to:

* Create your own company-branded booths with logo, jobs, internships, and more
* Select from fixed timeslots or open queues for students
* Post open opportunities for career fair participants
* Invite one or multiple candidates in to the “booth”
* Review resumes before admitting candidates to the virtual booth
* Capture notes or shortlist candidates any time during the career fair
* Quickly “end queue" to “close booth” but notify candidates they can still drop resume
* Generate resume books following the event including resume drops, scheduled timeslots, or queued booth visitors

This new virtual recruiting tool will arm you with all the tools you need to advertise, evaluate, and connect with right-fit candidates.

We look forward to connecting you with our talented students!

Mark your calendars now! (insert Date)

Stay tuned for more information or feel free to contact us at any time.

**Template 2: Career Fair Announcement + Save the Date**

**To: Students**

Subject: Save the Date! (Career Fair Name) on (insert Date)!

Hi (Student Name),

Our (Career Fair Name) will be held virtually on (Insert Date and Time)!

We are excited to host the fair with GradLeaders all-new Virtual Career Fair platform. Upgrades include the ability for students and job-seeking alumni to:

* Research employers and favorite companies prior to the event
* Find open opportunities and submit resumes before the career fair starts
* Queue for multiple booths at once or signup for fixed timeslots
* View dynamic "wait times" to see where they are in the queue
* Receive text messages and on-screen notifications when "next in line" and "ready to meet"
* Signup for specific employer timeslots in advance or find available timeslots during the event
* Join meeting within 30-seconds or get automatically bumped down the queue
* Rejoin meeting if internet drops or close window on accident within first 15-minutes
* Drop resumes for target companies even if they don't virtually meet with employer
* Connect with career center staff for questions and best practice advice

This new virtual platform for job seekers will make it easy for you research career paths and connect with right-fit employers.

We look forward to hosting this free event for you!

Mark your calendars now! (insert Date)

Stay tuned for more information or feel free to contact us at any time.

**Template 3: Career Fair Registration & Tips to Prepare**

**To: Employers**

Subject: Register today! Hire great talent at (Career Fair Name)!

Hi (Employer name),

(School name) is so excited to announce that our (Career Fair Name) will be held virtually on (Date), from (Time Range). This virtual career fair will be hosted with GradLeaders and registration is now open!

Register here: (insert Link)

As our students begin a new semester, we look forward to connecting them with some of our most valued employer partners like (company name)! Through the GradLeaders platform, employers will be able to host virtual information sessions, update students on opportunities within your organization, and have live video chats with top candidates.

(insert Career Fair Name)

• Purpose: (insert types of students and companies that should attend)

• When: (insert date and time)

• Where: Online virtual platform - join from anywhere on computer or mobile device!

• Cost: (insert costs)

• Deadline: (insert)

• Details and Registration: (insert link)

Need help?

Watch these quick how to videos:

1. Request to Attend Event: <https://youtu.be/jy_PsQ34ePM>
2. Set Up Schedules & Booth Prior to Event: <https://youtu.be/ZHYo1ZXwiUU>
3. Prepare for Event: <https://youtu.be/I1PEurSmyzc>
4. Manage Queues During the Event: <https://youtu.be/bMreKBuw80Y>
5. Mange Fixed Timeslots: <https://youtu.be/mmd_PK3W6gU>

Download the recruiter user guide here: <https://gradleaders.com/webfiles/GradLeaders-Connect-Recruiter-User-Manual.pdf>

And as always, let us know if there is anything we can do to help you find and connect with right-fit students for your organization.

Sincerely,

**Template 4: Career Fair Registration & Tips to Prepare**

**To: Students**

Subject: Register today! Find your dream job at (Career Fair Name)!

Hi (Student Name),

(School name) is excited to announce that our (insert Career Fair Name) will be held virtually on (Date), from (Time Range). This virtual career fair will be hosted with GradLeaders and registration is now open!

Register here: (Link)

Career fairs are a great way to get your foot in the door with companies of interest and to learn about potential career paths. As you begin a new semester, we look forward to connecting you with some of our most valued employer partners. Through the GradLeaders platform, you will have the opportunity to learn about internship and job opportunities, attend information sessions, speak to recruiters and employers through live video meetings, and submit your resume to your favorite companies.

(insert Career Fair Name)

• Purpose: (insert types of students and companies that should attend)

• When: (insert date and time)

• Where: Online virtual platform - join from anywhere on computer or mobile device!

• Cost: FREE!

• Deadline: (insert)

• Details and Registration: (insert link)

Need help?

Watch these quick how to videos:

1. Prepare for Event: <https://youtu.be/-8pkCPXaR-w>
2. Companies, Jobs, and Signups Prior to Start of Event: <https://youtu.be/xWF-CsP3qus>
3. Queue, Sign Up & Meet During the Event: <https://youtu.be/PIYnCWawhSY>

Download the student user guide here: <https://gradleaders.com/webfiles/GradLeaders-Connect-Candidate-User-Manual.pdf>

And as always, let us know if there is anything we can do to help you find your dream job!

Sincerely,

**Template 5: Reminder to Register & Why Register**

**To: Employers**

Subject: Register for the (Career Fair Name) today!

Hi (Employer Name),

We look forward to virtually connecting you with our talented students and job-seeking alumni! We invite you to take a few minutes to register for our virtual career fair where you can promote your internships, part-time, and full-time openings.

Register here: (Link)

At our career fair you’ll have the opportunity to engage with our amazing students and alumni via:

* Video, audio, and chat rooms with individual students
* Information sessions with groups of students
* Share your company career pages, employee testimonials, day-in-the-life-of videos and more with students
* Advertise job openings, internship programs, LDR programs, and other experiential learning opportunities
* Review and download student resumes and cover letters

With the GradLeaders virtual career fair platform, you’ll be able to create customized booths for a more personalized experience. We sincerely appreciate your partnership and look forward to connecting you with our talented students! If there is any way our team can help you with the registration process, please let us know. We look forward to (virtually) seeing you there!

Best,

**Template 6: Reminder to Register & Why Register**

**To: Students**

Subject: Register for the (Career Fair Name) today!

Hi (student name),

We look forward to introducing you to some of our amazing employer partners through our upcoming virtual career fair. We would like to invite you to register today!

Register here: (Link)

With virtual career fairs you’ll be able to speak with multiple employers from the comfort of your home. These virtual events allow you to make the most of your time by speaking with one employer while simultaneously waiting in line to speak with another. The GradLeaders virtual career fair will also allow you to:

* Submit your resumes and cover letters to multiple companies
* Apply to jobs, internships and other experiential learning opportunities
* Speak with employers one-on-one or in a group
* Share your screen or other documents with employers
* Access the site through your laptop or mobile phone

Some of our amazing employer partners attending this event include (list to companies registered). By registering now, you can secure your spot to speak with them and begin your preparation process.

Register now: (Link)

If there is any way we can help you with the registration process or to prepare for the fair, please let us know. We look forward to (virtually) seeing you there!

Best,

**EMAILS FROM THE SCHOOL DAY OF THE VIRTUAL EVENT**

**Template 7: How to Get the Most out of Today**

**To: Employers**

Subject: Today is the Day! (Career Fair Name)

Hi (Employer Name),

The (Career Fair Name) is only a few hours away!

Virtual career fairs are the perfect opportunity to showcase your company culture, inform job seeking students about available opportunities, and network with top candidates. All you need is your laptop or mobile device and internet connection. We anticipate an audience of (insert number of student attendees) of whom you’ll be able to connect with!

Before the virtual career fair begins, we recommend that you login early and test your browser, audio, and video connection.

Login here: (link to career fair site)

Need help?

Watch these quick how to videos:

1. Request to Attend Event: <https://youtu.be/jy_PsQ34ePM>
2. Set Up Schedules & Booth Prior to Event: <https://youtu.be/ZHYo1ZXwiUU>
3. Prepare for Event: <https://youtu.be/I1PEurSmyzc>
4. Manage Queues During the Event: <https://youtu.be/bMreKBuw80Y>
5. Mange Fixed Timeslots: <https://youtu.be/mmd_PK3W6gU>

Download the recruiter user guide here: <https://gradleaders.com/webfiles/GradLeaders-Connect-Recruiter-User-Manual.pdf>

We look forward to (virtually) seeing you there!

Best,

**Template 8: How to Get the Most out of Today**

**To: Students**

Subject: Today is the Day! (Career Fair Name)

Hi (Student Name),

The (Career Fair Name) begins in just a few hours!

Virtual career fairs are the perfect opportunity to showcase your skills and experiences, inform employers of your interest in their open positions, and network with new companies. We anticipate a total of (insert number of employer attendees) of whom you’ll have the chance to connect with!

Before the virtual career fair begins, we recommend that you login early on your laptop or mobile device and test your browser, audio, and video connection. If you have any questions or concerns our career center will have a booth available to assist you at any time.

Login here: (link to career fair site)

Need help?

Watch these quick how to videos:

1. Prepare for Event: <https://youtu.be/-8pkCPXaR-w>
2. Companies, Jobs, and Signups Prior to Start of Event: <https://youtu.be/xWF-CsP3qus>
3. Queue, Sign Up & Meet During the Event: <https://youtu.be/PIYnCWawhSY>

Download the student user guide here: <https://gradleaders.com/webfiles/GradLeaders-Connect-Candidate-User-Manual.pdf>

And don’t forget you can connect with us during the event at any time by visiting the CSO Booth!

We look forward to (virtually) seeing you there!

Best,

**EMAILS FROM THE SCHOOL AFTER THE VIRTUAL EVENT**

**Template 9: Event Follow-up**

**To: Employers**

Subject: Thank you for attending (Career fair name)!

Hello (Employer Name),

(School name) would like to thank you for attending (career fair name). We are so grateful for your participation and your willingness to share your amazing company with our students. We hope you enjoyed connecting with our wide range of talent and were able to find some valuable additions to your team.

We would love to hear any feedback you may have so we can continue to make your experience with (school name) events the best it can be! Please email (insert email) or complete this survey (link to survey) to provide your valued feedback at your earliest convenience.

We look forward to welcoming you to our other events in the near future!

Best Regards,

**Template 10: Event Follow-up**

**To: Students**

Subject: Thank you for attending (career fair name)!

Hello (Student Name),

Thank you for attending our event and making (career fair name) such a success! We hope that all your hard work and preparation has paid off and you enjoyed your time connecting with employers. Hopefully now you’re one step closer to landing your dream job!

We’d love to hear about your experience and any feedback you may have so we can improve your event experiences in the future. You can email (insert email) or complete this survey (link to survey) to provide your valued feedback.

We look forward to your attendance at our next event!

Best Regards,

**Template 11: Tips to Stay Connected**

**To: Employers**

Subject: Tips to stay connected

Hi (Employer Name),

Thanks again for attending this year’s (insert Career Fair Name)! During the event, there were XX virtual meetings between XX candidates and XX employers!

(School Name) wants to ensure that you’re getting the most out of your experience with our virtual career fair. Now that you’ve attended the event and connected with our students, it’s important to stay in contact with them to continue the recruiting and hiring process. Here are two helpful tips on what to do after the career fair.

**Follow up** with every student you talked to at the virtual career fair. If you don’t do this promptly, you can be sure that other organizations already have and are now one step ahead. Send a personalized yet professional email to all students with your next action steps. If you’d like to move forward with a candidate, set up a time for a virtual interview.

**Process all the information** you received from the fair and from your interactions with candidates after the fair. This can be time consuming but should be easier by using the notes you took on candidates during the event. This will determine your next steps in your recruiting and hiring process.

For more tips on how to build relationships with students, contact our career center today!

(insert career centers contact info and link to website)

Best,

**Template 12: Tips to Stay Connected**

**To: Students**

Subject: Tips to stay connected to employers

Hi (Student Name),

Thanks again for attending this year’s (insert Career Fair Name)! During the event, there were XX virtual meetings between XX students and XX employers!

(School name) wants to ensure that you’re getting the most out of your experience with our virtual career fair. Now that you’ve attended the event and connected with employers, it’s important to build and maintain a relationship. Here are a few tips to do just that!

**Follow-up** by sending a thank you to the employers you spoke with at the event. Reiterate some of the things you connected over and reshare how you’d be a good fit for the company. Be sure to send them your resume again just in case.

**Connect on LinkedIn** to build a strong lasting relationship and expand your network.

**Stay in contact** so employers know you’re truly interested. Companies are busy and may not reply right away, so it’s okay to send a reminder if you haven’t heard back in a while.

For more tips on how to build relationships with employers, contact our career center today!

(insert career centers contact info and link to website)

Best,