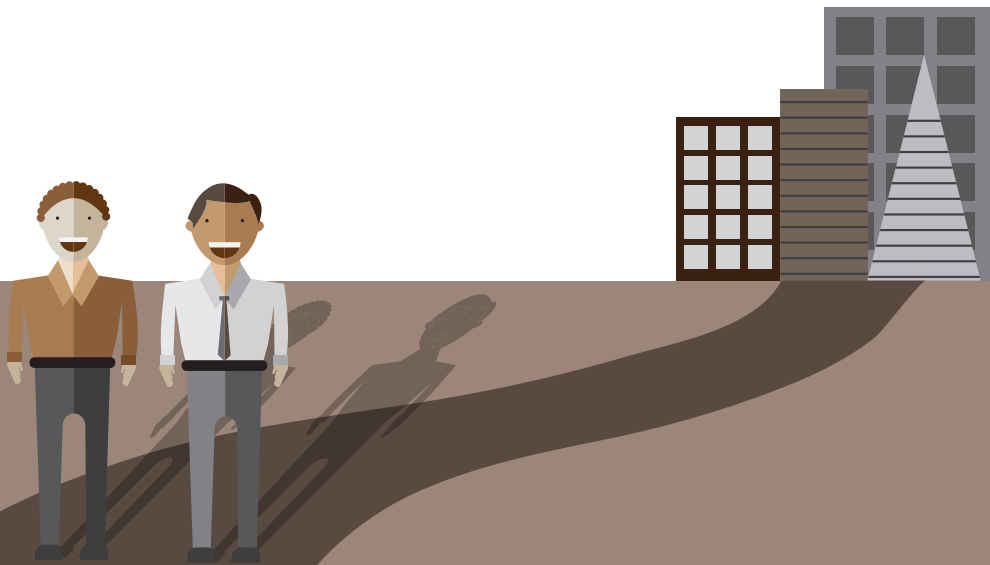


NEURODIVERSITY**HUB**

**GUIDE TO
EMPLOYER EXPOS**

INTRODUCTION



INTRODUCTION

Employer expos can be daunting. And that is okay! These events are often promoted and encouraged during your time at university as a means of gaining a better understanding of your interests, making connections with different employers, and potentially obtaining future employment. Regardless of your reason for attending, these events are often thought of as stressful for students. This guide aims to provide you with the information and tools necessary for success both prior to, during and after the employer expo event.

This guide uses the terminology ‘employer expo’ to refer to events hosted by a university or sponsor that connects employers with job seekers. Other terms for these events include: careers expo, career fair, or job fair. Regardless of the event title, the following information should be relevant to you.

WHAT IS INCLUDED:

SURVIVAL GUIDE	2
HOW TO PREPARE	3
DEVELOPING AND RESPONDING TO QUESTIONS	10
CHECKLIST FOR CONVERSATIONS	15
GUIDE TO FOLLOWING UP	19

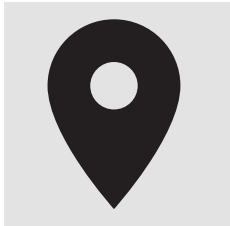
INSTRUCTIONS

While you can work through this guide in whichever way works best for you, we do recommend you print a few of the pages at a minimum. The Survival Guide (page 4) and Checklist for Conversations (page 22 -23) are both beneficial AT the event. While the Survival Guide gives general tips to help well-being during the event, the Checklist serves to add structure to your interactions with employers. Therefore, make sure you print enough copies of the Checklist so you have one for each employer you are planning to speak to (and it is probably a good idea to have a few extra). Because the Checklist is two pages, we suggest printing double-sided.



STUDENT SURVIVAL GUIDE

This may be a challenging event, but these five steps will hopefully help you feel your best!



1

Take a deep breath

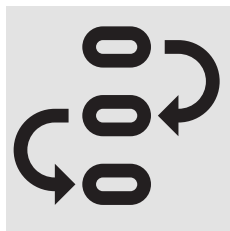
When you first arrive, take a deep breath. Remember, it is okay to step out of the room, find a quiet space, take a break and then return to continue with the next employer on your list.



2

Get familiar with the space

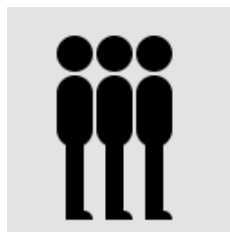
Before you start talking with companies, get acquainted with the space and layout by walking around the room once. Look for the employers that you are interested in so you know where to go back to!



3

Review your plan

Confirm your ranking of the employers you are interested in from 1-5 (if you plan to see 5 employers). Visit the employer you are least interested in first to practice before going to your favourite employer when you feel your best (in the middle). Example order: 5, 4, 1, 3, 2.



4

Make use of your time

Waiting in line is a great chance to centre yourself before it is your turn to talk with an employer. Practice your personal 'pitch' or try to relax through breathing exercises. You will need to be patient as there may be a long line for a given employer.



5

Have notes and take notes

In your notes include key elements of your 'pitch' and reminders like 'don't forget to share your resume' and 'ask for a business card!' During the conversation, try to write down 1-2 key points to reference later.

HOW TO PREPARE



HOW TO PREPARE

1. SET GOALS

Before attending an employer expo, make a list of reasons why you want to attend. While a lot of people attend with the hopes of getting an internship, co-op, or full-time position, there are numerous other reasons to attend. Employer expos are also a great opportunity to get a sense of which employers are hiring in areas that interest you and to listen to how other students promote their skills. No matter what motivates you, the following guide will help you make the most out of the experience.

Now that you have a list of why you might want to attend, try setting SMART goals for what you want to do at the event and what you want to achieve by the end. SMART stands for:

- S** - Specific: What do you want to accomplish?
- M** - Measurable: How will you know when you have accomplished your goal?
- A** - Achievable: How can you accomplish your goal?
- R** - Realistic: Is accomplishing this goal possible?
- T** - Timed: When will you accomplish this goal by?

2. RESEARCH COMPANIES YOU WANT TO TALK TO

Obtain the list of companies attending the expo from the university career services or the organization sponsoring the event. Look over the list to see if there are companies you have previously been interested in. The goal is to narrow the list down by either industry, location, positions, etc. Then begin searching online (Google, Google News, Corporate Information, University careers service information, etc.) to obtain information.

Following are some questions to research. It is okay not to answer all of these questions. However, using these to develop some background information on the companies you are interested in can provide you with conversation topics during the expo and reduce your anxiety.

Questions to potentially research:

- What industry do they represent?
- What is their vision / strategy?
- What do they do?
- What are their main products or services?
- Who are their major competitors?
- Who are their main customers?
- What are their future goals/initiatives?
- What positions do they have available and/or are actively recruiting for? (If this can't be found, then perhaps search on the company site to ascertain how many they employed in the prior year.)
- Are they hiring full-time, part-time, for summer or winter break, graduate positions?
- Where is the company located?
- What is their company culture?
- Do they have strong diversity and inclusion practices?
- Do they have volunteer programs?
- Do you know anyone working there? (You can research this on LinkedIn or through company directory – if accessible to the public.)

After finishing your research, you should be able to identify which companies are of interest to you. Most employer expo events have more companies attending than you have time to talk to. Prioritise which companies you are most interested in to make sure you get the most out of the event. Your list should include about five companies.

With your list, create a plan for the order you want to visit each employer. We recommend visiting the employer(s) at the bottom of your list first to get some practice. This will give you a better understanding of what to expect. We then recommend you visit the employer you are most interested in during the middle of your time at the expo. This can be considered your “peak performance zone” or the time where you feel your best because you have practiced – but may not be too tired. Finally, finish with the employers left on your list. Example order: 5, 4, 1, 2, 3. [This is based on seeing five employers that you have ranked on a scale from 1 (most interested in) down to 5 (least interested in).]

3. APPLY TO POSITIONS

If in your research you find a role that you are interested in, you can apply for it online prior to attending the employer expo. When you do this, you demonstrate that you spent time researching their company and that you are extremely interested in the position they are advertising. It also provides you the opportunity, at the employer expo, to ask specific questions relating to the application or role. In order to apply, it is likely you will need a resume or CV. Reference Step 6 for additional tips when creating and perfecting this document.

Tips:

- Read the description carefully! This is to make sure you are applying for a role you are truly interested in.
- Follow the steps in the application process as closely as possible.
- Include all requested attachments [examples: resume, cover letter, writing sample, portfolio, etc.]. If you are interested in additional assistance relating to these materials, ask your university Career Services.
- Review everything before submitting! Check for typos, grammatical errors, and clarity.

4. PREPARE THE “PITCH” YOU WILL MAKE TO EMPLOYER REPRESENTATIVES

A “pitch” is just a short personal introduction you make to an employer when you first introduce yourself. The goal of this short introduction is to share some information about yourself that is relevant to the employer. It is also important to frame your answer in a way that illustrates your interest in that company specifically.

Employers are keen to know why you are interested in talking with them. There are a number of reasons for this, including:

- Employers wanting to know whether their marketing materials are proving effective in attracting the kinds of people they're aiming to attract.
- Ensuring there is a good fit between what the organisation is offering and what a potential employee thinks the organisation is offering. Organisations strive hard to avoid staff turnover because it is disruptive, costly and potentially damaging to client or customer relationships. Staff turnover is more likely if there is misalignment between what is being offered and the perception of the offering.
- Hiring people who have the maturity to choose THE job, not just A job.

By preparing and practicing what you are going to say beforehand, it can help reduce your anxiety on the day. In order to prepare this, start with your name, year and degree. Then discuss your interests, activities outside of university/college and hopes/goals for the future. Finish by expressing how you could be a good fit for this company.

Example pitch:

“Hi, I’m Blair Hoff I am a third-year student at Cornell University where I am completing a degree in Industrial and Labor Relations and a minor in Business. I am extremely interested in the human resources field and hope to support people within the workplace. Outside of my studies I have a leadership role in a student run non-profit organization that supports girl’s education. I’m really interested in your organisation because you have a strong link between social services and training and development. Can you talk about what you see the role technology will play on training methods in the next five years?”

Example pitch template:

“Hi, my name is [first and last name] and I am a [year] year student studying [course title(s)]. I am really interested in your organization because [specific justification for your interest]. [You can also add a sentence here about what you envision yourself doing after graduation.] Most relevant among my many interests/hobbies is [extra curricular activity, class projects, and/or hobbies that are relevant to employer], which has taught me [concise explanation of what you have learned or how you have grown]. I am wondering [end with a question!]”

Tips:

- Be brief - try to keep the length under one minute
- Talk at a deliberate, conversational pace
- Be clear and concise
- Be aware of your potential tendency to focus on one topic you may love or have an intense interest in. It is good to highlight this in the pitch, but remember the goal is for this to be a brief introduction.
- Share qualifications, skills, and strengths
- Ending with a question will help the conversation flow after you deliver your pitch
- Practice! The more you practice the better you will feel. Try in front of a mirror, practice with a supporter or friend or video record yourself on your phone.

To get some ideas for the development of your pitch, answer these questions:

- What do you like to do? What are your passions?
- What are some of your strengths?
- What are some interesting things you have learned/done?
- What are your top five achievements?
- What are your goals after you graduate? In 5 years? In 15 years?

5. WHAT TO WEAR

Make sure to read the sponsor's materials for recommended attire requirements. Your focus should be on looking and feeling good. Wear clothing you feel comfortable and confident in. Included in the resource section below are links to pictorial examples you can use to guide your apparel choices. Also ensure good personal hygiene (showering, deodorant, brushing your teeth, brushing your hair) on the day of the event.

6. RESUME/CV

Update your resume and ensure it has been reviewed by numerous people. Print and bring a few copies (1-10) to the employer expo event. Having at least one physical copy allows you to reference it during conversations. It is also a good idea to offer a physical copy of your resume to each company representatives you speak with; but note that companies often prefer you to submit an electronic copy and may decline to receive a physical copy.

Tips:

- List job accomplishments – but not just what you were expected to do in the job – those are the expectations, not the achievements. Try and identify things you did that could stand out to a potential employer.
- Provide examples/evidence of what skills, strengths [examples: foreign language, academic honors, leadership in clubs] you can bring to a job.
- Quantify the examples. The more specific you are about the accomplishment that **YOU** achieved, the better.
- Get it reviewed by someone who has experience with resumes. This could include your parents or the careers service at your university.
- Work experience doesn't have to have been paid - think about projects, extra-curricular activities, volunteer work, etc. These can all help provide a more comprehensive picture of your experience and the value you could bring to an organisation. Remember, employer expo events are not just about giving your resume to as many people as possible. The best way to learn about the companies at the expo and help them learn about you is to interact with them.

7. PRACTICE

The more you practice for the event, the more prepared you will be. This includes going over your personal introduction and potential questions you plan to ask. (Examples are included in the next section of this document.) It may be beneficial to ‘re-hearse’ what you may say to either yourself, a friend or support, or your camera phone.

Another helpful thing to practice is getting to the event. Plan your route, what method of transportation you will use (if required) and then try it! This will allow you to familiarize yourself with the journey and ensure you know how long it will take to get there. By practicing how to get to the event, you can feel more confident on the day of the event because it then won’t be your first time doing it! It also gives you an opportunity to become more familiar with the space the event will be in. If possible, try to walk around the building. Look for the nearest bathrooms and see if there are any quiet spaces nearby you could go to on the day of the event if you are feeling overwhelmed. The more familiar you are with the logistics (the what, when, where, how), the more you can just focus on the interactions with employers and feeling your best.

8. ADDITIONAL RESOURCES

- <http://www.corporateinformation.com/>
- <https://www.shopify.com.au/blog/76432325-how-to-write-a-compelling-elevator-pitch-that-sticks-plus-3-templates-you-can-steal>
- <https://www.michaelpage.com.au/advice/career-advice/starting-out/your-guide-different-types-business-attire>
- <https://www.thebalancecareers.com/tips-for-getting-the-most-out-of-a-job-fair-2061616>

DEVELOPING AND RESPONDING TO QUESTIONS



DEVELOPING AND RESPONDING TO QUESTIONS

Employer Expos are a great opportunity for students and job-seekers to meet companies and get a better understanding of the opportunities available. The goal is for you to have a better sense of what companies may be a good fit for you and asking questions is a great way to do this!

Below we have provided tips on asking questions and sample questions you can ask. Remember, these are just examples. You do not, and should not, ask all the questions. Nor do you have to ask any of the ones provided. Our best advice is for you to ask the questions that matter the most to you and that you feel comfortable with.

TIPS TO ASKING QUESTIONS:

- Limit yourself to five prepared questions
- Ask open-ended questions (questions that don't end with a 'yes' or 'no' answer)
- Ask one question at a time, wait for the response and then ask any clarifying question you may have arising from their response
- If possible, try not to ask the same question the person in line before you asked

1. EXAMPLE QUESTIONS TO ASK:

About the company:

- How would you describe the culture of the organisation?
- What do you like most about working at your organisation?
- What do you feel makes your organisation different from others?
- How is this organisation managing diversity in the workplace? Do you feel like this company is an inclusive workplace?

About the role/position:

- What kinds of experiences do you offer for undergraduate students?
- What are common career paths within your organisation for those that have completed a degree in _____?

About the application/selection process:

- What are the key attributes your organisation looks for in graduates?
 - Do you have a certain GPA requirement
 - What work experience would be beneficial?
- What is the selection process for this role?
- What advice would you give me on how to best prepare for the selection process?

About preparing for the role:

- What subjects do you think best prepare someone for the role?
- How important is an advanced degree for advancement in this field?

About the representative's experiences:

- What was your own journey to achieving your career goals?
- Can you describe your day-to-day activities?
- Can you describe your favourite work project?

To end the conversation:

- How do I best follow-up with you?
- If I am really interested in this company (and/or position), what would you suggest my next steps be?

2. QUESTIONS NOT TO ASK (AND THE REASON WHY):

- What does your company do?
 - Reason: This should have come out of your original research and it would make you look unprepared if you asked this question.
- How much will I be paid?
 - Reason: The focus should be on the opportunity of the job/career. You don't want to appear only interested in the money.
- How much vacation time will I get?
 - Reason: Again, the focus should be on the career opportunity. Benefits, such as leave, will tend to be the same across most companies.
- Will I get the job?
 - Reason: A bit too pushy! Companies have a defined process before they offer a job and the employer expo is one of the very, very early steps.
- What do you have for me? (in reference to open positions or free materials)
 - Reason: Again, a bit too pushy.
- Personal questions about the recruiter (Examples: Are you married? What is your salary?)
 - Reason: Questions need to be professional.

3. TIPS TO ANSWERING QUESTIONS:

- Be honest – above all else.
- Take your time and think through your answer before you respond. It doesn't matter if you take a few moments.
- Ask for clarification if you don't understand the question. It is important you answer the question being asked.
- Highlight your skills, interests and achievements, this is your time to shine and the opportunity to differentiate yourself from other students!

- Show enthusiasm! Employers are looking for students who are genuinely interested in them. Some ways to demonstrate your excitement include smiling, active listening, and responding to questions with specific examples relating to the company.
 - If you have a hard time showing enthusiasm, tell them directly!
- Be kind to yourself.
- Practice answering the questions below beforehand to practice. If you can, do this to a mirror or with a friend or supporter.

4. EXAMPLES OF QUESTIONS YOU MAY BE ASKED:

- Tell me about yourself? This is your pitch!
- Why are you interested in this _____ role?
- Why did you do a degree in _____?
- Why are you interested in our company?
- What differentiates you from other students?
- What would you like to do after graduation?
- What are you looking for at the employer expo?
 - **Tip:** Avoid answering with “A job.”! You should focus on the opportunity of gaining exposure to different industries/companies and meeting people with a variety of experience.
- What are your long-term career goals? (Think about what you see yourself doing in 5 years, 10 years, 15 years)

When practicing what you are going to say, set a time limit for your responses. This is especially important if you are answering a question or talking about a subject you are very interested in. Try answering the following questions in less than two-minutes:

- “Tell me about something you love to do.”
- “What aspect of the role are you most passionate about?”
- “What do you enjoy doing in your free time?”

Now, having a time constraint does not mean you should try to speak quicker. Rather, the goal when practicing is for you to answer the question in a focused and concise way. It will also give you a better sense of what two-minute time periods feel like, so when you are speaking with an employer at the event you know about how long your response should be.

5. SUPPLEMENTARY QUESTIONS YOU CAN ASK:

- What opportunities are there for professional development within the company?
- Is the work environment more collaborative and team-based or do people mostly work independently?
- If successful in gaining a graduate position with your organisation, what objectives or outcomes are you seeking for the graduate to achieve in the first 6-12 months and then longer term?
- In doing my research I noted that your organisation _____. Do you have any additional information on this?
- If I'm interested in _____ (examples: cyber security, artificial intelligence, or machine learning), what are some cool initiatives the company is taking in these areas?

CHECKLIST FOR CONVERSATIONS



CHECKLIST FOR CONVERSATIONS

The main component of an employer expo is the conversation(s) you have with the company representative(s). This is where relationships are formed and, hopefully, will help you reach your desired goals. In order to help you feel your best, provided on the following two pages is a checklist you can use that provides additional structure to the conversation.

1. INSTRUCTIONS FOR THE “CHECKLIST FOR CONVERSATIONS”:

- Print multiple copies of the checklist. You will need one for each employer you speak with. We recommend printing a few extra copies in case you speak to more employers than you plan to.
 - **Tip:** Print double sided (for the page range: 22-23) so the checklist will fit on the front and back of one piece of paper. This will help you keep organised and reduce the number of pages you have.
- We recommend you use the checklist during each conversation. It will help you keep track of what you have talked about and record the responses you receive.
 - **Tip:** Do what works best for you! If it is easier to check things off after you leave the booth, then do that. However, do it as soon as possible to avoid forgetting the key elements of the conversation.
- Tick the boxes next to the elements you completed or responses you received.
 - **Tip:** You don't have to tick every box and you don't have to tick every box in the order they are listed. Each conversation will be different so know it is okay if you leave boxes unticked.
- Use the space on the bottom of the second page (page 23 in this guide) to write additional notes.
 - **Tip:** This is a great place to reflect on the conversation after each conversation is complete. Think about things you could potentially include in a follow up note.



2. ADDITIONAL TIPS:

- Speak clearly.
- Do not interrupt.
- Actively listen (fully concentrating on what is being said rather than just passively 'hearing' the message of the speaker).
- Keep the focus of the conversation on careers (generally focus on the company, the role, the process, and you!).
- It is okay if your answer is only one to two sentences.
- It is also okay if your answer is longer! Just keep in mind the representative has a lot of people to speak with, so you want to be respectful of their time.
- Be yourself - you have a wonderful personality - share that with the employer.

Remember, the “conversations” don’t have to be all about talking. One way to do this is to ask if you can show them your portfolio or a class project you’ve completed. These physical examples of your work are a great opportunity to demonstrate your skills and abilities.

Finally, communicate your needs (if any) clearly. Including a sentence like: “I may not make eye contact with, but I am really interested in this position because [fill in your personal reason here]” can help the employer know how to best support an inclusive conversation. If you need more time to think of your answer, tell them that. If you don’t understand a question, ask for a clarification. If you do not want to shake hands, politely decline. By doing this, the focus of the interaction can be on the company, specific role, or your personal goals. This will hopefully help to reduce your anxiety.

CHECKLIST FOR CONVERSATIONS

Company Name: _____

Representative's Name: _____

Tasks (order may vary per discussion)

Tick [] boxes as you complete them. It is okay if you do not tick every box.

Introduce yourself

Offer a copy of resume/CV (tick one or more of the following)

Representative accepted a physical copy

Representative asked me to email a copy

Email address: _____

Representative asked me to submit it online

Web address: _____

Representative declined to receive a copy
(Some companies don't accept resumes at Employer Expos. Don't take it personally!)

Other (fill in): _____

Describe studies (what course, year, favorites, etc.)

Explain why interested (in course area, company, and/or role)

Ask questions (see examples)

Talk about passions/hobbies/extra curricular activities

Highlight skills and strengths

Ask for business card or contact details (tick one or more of the following)

Representative provided business card (make sure you keep it safe!)

Representative told me contact details (fill in details provided below)

Name: _____

Email: _____

Phone: _____

Other: _____



CHECKLIST FOR CONVERSATIONS

Representative declined to provide contact details
(Some don't share contact information. Don't take it personally!)

Other (fill in):

Ask about next steps (appropriate methods to follow-up, online application, etc.)

Next Steps:

-

-

-

Thank them for their time

Key Discussion Topics:

-

-

-

Use the remaining space for additional thoughts/comments:



GUIDE TO FOLLOWING UP



GUIDE TO FOLLOWING UP

You have made it through an employer expo! Congratulations!

That is something you should feel really good about whether it is your first time or fifth time. Now, it is all about making the most of the time you spent and the connections you made. Following up with the people you spoke with is a great opportunity to capitalise on your connections.

1. WHY SHOULD YOU FOLLOW UP?

- It shows interest in the company and/or position.
- Helps the employer representatives remember you.
- Allows you to take the next steps towards your goals (whether that is an informational interview, an internship, or a full-time role).
- Allows you to complete the process you commenced by attending the employer expo.

2. WHOM SHOULD YOU FOLLOW UP WITH?

- You should follow up with **ALL** the recruiters you spoke with. Even if you aren't interested in that particular role/company, it is always polite to thank them for the time and information they provided you. Remember, they can change roles and organisations and it is always beneficial to expand your network.
- You can also follow up with people you didn't get the chance to meet with (due to timing conflicts). However, this would not be a 'Thank you' note; but rather an introduction. Hence, the following tips/examples may not apply.

3. WHEN SHOULD YOU FOLLOW UP?

- Sending a follow up within 24 hours is ideal because it ensures the conversation is fresh in the representative's mind. However, it is best to send a follow up note that is thoughtful and created with intention. If you feel like you are rushing to write and send a note, then don't. Take the extra time to ensure you are giving it the effort and attention it deserves.

- If you are sending an email, try to send it at an appropriate time of day. That means Monday through Friday between the hours of 8 am to 5 pm. However, if the event is held on a Friday, it is better to send within 24 hours rather than waiting for business hours on Monday.
- It is never “too late” to follow up. If the business card gets misplaced for a week, it is better to send a thoughtful note late than not at all.

4. HOW SHOULD YOU FOLLOW UP?

- This is a great question to ask during your conversation, so you know what their preference is!
- Often the preferred or default method for following up is via email.
- Other alternatives include by phone, by a letter in the mail, LinkedIn, or via online application.
- You may also follow up using multiple mediums. For example, you may send a thank you note via email, send an invite to connect on LinkedIn (with a personalised note!), and submit your resume through the company website application section.

5. WHAT DO YOU INCLUDE IN A FOLLOW-UP NOTE?

- Subject line:
 - The goal is for it to be professional and ensure that the person receiving it knows what it is, and who it is from, just by reading the subject line.
 - Examples:
 - Thank You - [Your first & last name]
 - [Your first & last name] Thank You - [Event name]
 - Thank You - [Your first & last name], [Event name]
 - Follow Up - [Your first & last name], [Event name]
 - [Event name] Conversation - [Your first & last name]

- Body of note:
 - Address representative as Dr/Mr/Ms [Last name]
 - Beginning
 - Start by introducing yourself and thanking them for their time.
 - Middle
 - This is the true heart of the follow-up note. Use this space to highlight your skills and achievements. These should be the areas you discussed during your conversation and so is a great opportunity to reiterate how these capabilities would make you an asset to the company.
 - Depending on what goals you have, it is beneficial to say them here. For example, if you are interested in interviewing for a current position they are recruiting for, then say that!
 - End
 - Once again, thank them for the opportunity and express your interest in next steps
 - It is courteous to include a sentence at the end offering to provide additional information/materials if they would like
 - Include a sign-off to your letter
 - In Australia, the norm is:
 - Regards, [for emails]
 - Sincerely, [for letters]
 - In the United States, some additional examples include:
 - Best,
 - Thank you,
 - If you are in different location, you can either use the above options or research the standard sign-off practices.
 - These are just a few examples and not an exhaustive list of appropriate sign-offs.
 - Make sure to include your first and last name at the end

- Attachments:
 - Including attachments is optional and will depend on what your goal for the follow-up is.
 - Some examples include:
 - Resume/CV (recommended for all correspondence)
 - Cover letter
 - Portfolio (online/PDF version)
 - Link to professional website/LinkedIn profile
 - Note: Make sure attachments are in PDF format, if possible.

- Example:

Dear Ms. Smith--

My name is Blair Hoff and we met at the VCE and Careers Expo event yesterday. It was such a pleasure to learn more about you and PwC. Your passion for accounting and the company really showed and I appreciate you taking the time to speak with me.

As I mentioned yesterday, I am very interested in applying for the graduate program upon completion of my degree. I think my data analytic skills and business acumen make me a qualified candidate.

I look forward to the opening of applications in September. Until then, I have attached my resume for reference.

Thank you again and I hope to hear from you soon. Please let me know if I can provide any additional information.

Kind regards,
Blair Hoff

6. ADDITIONAL TIPS

- Personalise the note. Make the content specific to the conversation you had.
- Be clear and concise.
- Proof read. Make absolutely sure there are no spelling/grammatical errors.
 - Note: It is especially important you spell the representatives name correctly!
- Use easy to read font in black, size 12 pt. Examples include Times New Roman, Calibri, or Arial.
- Keep it professional! Don't send the email from an inappropriate or unprofessional email address.
- Include your contact details. You can do this either within your resume/CV or as a signature block in your email.

7. FREQUENTLY ASKED QUESTIONS

- Do I follow up more than once?
 - If you have not heard anything after two weeks, and you were expecting to receive a response, you can send another note as a reply to your original email. Persistence can be a good thing – but only if done appropriately, professionally and with respect.
- What if I spoke to more than one representative from a given company?
 - You have options. One option is that you send a follow up note to the person you spoke with more or had a more productive conversation with. The second option is to send each person a follow up note. However, this does not mean copy and paste the note!
- What if I didn't get contact details?
 - The first thing to try is to search for the person on the web – either on the company website or otherwise. It is sometimes possible to find email details on the company website or in a LinkedIn profile. The second option is to go to Career Services within your university/college (or whoever hosted the event) to see if they have the person's contact details.

- Can I send the same follow up note to everyone I spoke with?
 - While this is possible, it is unlikely to be effective and we therefore do not recommend doing this. This is because the more personalised the note is, the better outcome you are likely to achieve.
- Do I add the representative on LinkedIn?
 - Yes - if you have an established and professional LinkedIn, adding them is a great way to stay connected!
 - Try and avoid using LinkedIn's shorthand way of sending invitations to connect. Make sure to add a short thank you note in the message section when sending the invitation to connect. This personalises the contact and can help the person remember where they met you and increase the likelihood that they accept your invitation.
 - Note: Some employer representatives will prefer not to be connected with students, so know it is okay if they do not accept your invitation.
- Can I ask for feedback?
 - Yes – it can't hurt to ask for feedback if an employer you're interested in decides not to offer you a role. This is because:
 - feedback is invaluable in helping you to work out what you need to do to get a role. Success at work and in life is impossible without feedback. Feedback spells out for you what you need to do so you are more likely to succeed next time.
 - it shows you really do want to work for that employer and want to know what it will take for you to be a contender.
 - it shows a very mature and healthy attitude towards feedback. Employers favour people who have this kind of attitude. It is an attitude that is remarkably rare, but a characteristic of all truly successful people. So, you will more likely be remembered if, for example, another role unexpectedly becomes available.

Example paragraph to include in an email –

“I would be very grateful for any feedback that would help me identify what other skills or attributes I would need in order to be considered for a role with your organisation. Of course, I appreciate and understand completely that you may not have time to provide me feedback. However, if you are willing, please let me know the most suitable way for me to ensure I receive your feedback in a way that is respectful of your time. I would be happy to receive your feedback by return email, phone call or in person.”

8. ADDITIONAL RESOURCES

- Ask your University Career Services Office
- <https://enhancv.com/blog/follow-up-emails/>
- <https://egr.vcu.edu/academics/career-services/students/resources>

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