

# Virtual Fairs: Template Emails to Employers

This document provides sample messages your career center can use to expedite the employer invitation and welcome process.

## Template 1: Employer Invitations

*When inviting employers to register for your virtual career fair, we recommend sharing details on the engagement options they'll have access to through Handshake.*

*Handshake will reach out to all registered employers with a reminder to create their schedule—but you should feel free to reach out to employers too!*

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**Subject:** {Institution name} Virtual Career Fair — Registration Open!

**Audience:** Employer contacts

Hi {First Name},

{Add custom introductory language}

{Institution Name} is excited to partner with Handshake to [run career fairs in a virtual format](#) for {XYZ timeline}. Registration is now open for {Career Fair Name and Date}!

[Link/Button: Register Here]

Upon registration, we'll review the details you submitted for approval. At our fair, you'll be able to engage with students in a variety of formats, including:

- Video, audio, and chat communication with students
- Group meetings with up to fifty students
- 1:1 meetings scheduled in advance or after a group session
- By sharing your values and documentation with students ahead of time

*Note: During registration, you'll be asked to share the number of representatives who plan to attend the fair—up to 15 representatives per employer are able to participate in the fair. Each representative you register will be able to create their own unique schedule to engage with students later this summer. To learn more about these features [check out this virtual fair training webinar recording](#), which was hosted by Handshake.*

[Insert fee language here]

We greatly value your partnership and look forward to connecting you with our students this fall!

Best,  
{Signature}

## Template 2: Employer Welcome Message

*We're introducing a new field on the career fair creation form that allows you to write a custom message sent automatically to employers after you approve their fair registration. Here is a recommended template. You can also adapt this language to be used in your own follow-up email to approved employers.*

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Thank you for registering for {Career Fair Name}—your registration has been approved!

{Custom language about invoicing or other fair details}

It's now time to [set up your schedule at the fair \(read more for an overview of how you can do this\)](#). You can schedule 30-minute group meetings or 10 minute 1:1s. If you'd like to host a group meeting for more than 50 students during the fair, you'll be able to enter an external video meeting link and host the meeting in the system of your choice.

To learn more about virtual fair scheduling options and how to use them, [check out this recorded training webinar](#), hosted by Handshake.

And finally, be sure to prepare for the fair by [checking out this article on video requirements](#).

## Template 3: Employer Scheduling Reminder

*When you approve an employer's virtual fair registration, Handshake will send them a notification to set up their schedule. You should aim to have 80% of registered employers*

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*with completed schedules before inviting your students. You can adapt this language to follow up with employers who have not created a schedule.*

**Subject:** [Action required] Add a schedule to the {FAIR NAME}

**Audience:** Contacts at employers with no schedule

Hi {First Name},

This is a reminder that your registration for the {FAIR NAME} has been approved and scheduling is now available. Create a schedule of 1:1 and group sessions to allow students to interact with your team at the fair.

[Claim Schedule] ← *use a button in Handshake Targeted Emails and link to your fair*

After you create your schedule we recommend that you test your browser and network environment to ensure you can use Handshake's video and audio tools at the fair. Please see if you can access Twilio (Handshake's video provider) using [their network test page](#). Additional information about scheduling is available in [Handshake's scheduling support article](#).

Best,  
{Signature}