

TOOL 4 – Outreach Wording by Channel and Employer Type

Ready-to-adapt wording for first contact by email and LinkedIn

Use these examples as a starting point, not as mass-mail templates. Personalise the opening, explain why this particular organisation may be relevant, connect IAESTE to a likely need, and end with one simple next step.

How to use this tool

This tool supports first contact with different types of employers ([Large companies](#), [SMEs](#), [Startups](#), [Universities/Research Groups](#), [NGOs](#), [Public institutions](#)), with wording adapted to the organisation and the person you are approaching.

Email: Use when you can write to a named contact and give a little more context. Keep the message short enough to scan quickly.

LinkedIn connection request: Keep it very short. The goal is to open the connection, not explain the full programme.

LinkedIn after connection: Once the person accepts, explain why you reached out and ask for a brief conversation.

Simple structure:

Personalised opening → Brief IAESTE introduction → Relevance to the employer → Clear CTA

Before contacting an organisation, be able to explain in one sentence why its work might create a useful opportunity for an international STEM student/graduate. If you can't, research the organisation further before sending the message.

Adapt the wording to your country, employer market and committee style. The strongest outreach sounds like a real person who has researched the organisation – not a template.

Quick rules before sending

- Use a named contact whenever possible.
- Personalise the first line with a real reason for contacting that organisation.
- Focus on a likely business, project or skills need – not only on IAESTE itself.
- For larger companies, target the relevant business or technical manager first where possible; involve HR later when needed.
- End with one simple CTA: a short call, meeting, permission to send information, or an introduction to the right person.
- If there is no response, follow up professionally rather than sending the same message repeatedly.

Large company – business / technical manager

Use when approaching the manager of a department or team where an intern could contribute.

Email

Dear (Name)

I noticed that (Company) is developing (specific technology/project), particularly in (area).

I'm reaching out because IAESTE connects organisations with international university students and recent graduates whose technical backgrounds may be relevant to your projects. Depending on the work involved, a student or recent graduate with experience in (specific skill/field) could contribute to your team.

We support the placement process, including candidate matching and practical arrangements.

If you're available for a brief conversation to see if this might be relevant to your team, please book a call using this link here (insert calendar booking link) or email me back if you have any questions.

Kind regards,

(Name)

LinkedIn approach

Connection request

Hi (name), I noticed your work on (specific technical area) at (Company). I work with IAESTE, connecting organisations with international STEM students and recent graduates, and thought it would be good to connect.

After acceptance

Thanks for connecting. I'm interested in your work in (area) because we can help contribute relevant skills and resources to your (specific) project through our global network of STEM students and recent graduates. Is this something your team might consider, or would another colleague be better placed to discuss it?

SME (Small Medium Enterprise)

Use when the company may benefit from specific skills, project support or additional capacity.

Email

Dear (Name),

I came across (Company) and am interested in your work on (specific product, project or technical area).

If you have any upcoming projects in (field) that you need extra capacity for, a student or recent graduate with skills in (specific discipline or technology) could contribute, perhaps through testing, design, data analysis or research.

IAESTE connects employers with international university students for professional internships and supports the practical arrangements involved.

If you're available for a brief conversation to see if this might be relevant to your team, please book a call using this link here (insert calendar booking link) or email me back if you have any questions.

Kind regards,

(Name)

LinkedIn approach

Connection request

Hi (name), I noticed your work on (specific technical area) at (Company). I work with IAESTE, connecting organisations with international STEM students and recent graduates who can contribute to technical projects, and thought it would be good to connect.

After acceptance

Thanks for connecting, (Name).

I was interested in your work on [specific area] and wondered whether your team has any upcoming projects that could benefit from additional technical skills or research capacity.

Through IAESTE, we can help match project requirements with international STEM students and recent graduates from our global university network.

Is this something your team might consider, or would a colleague working more closely with project delivery or technical recruitment be better placed to discuss it?

Best wishes,

Startup

Use when the employer may value flexibility, specialist skills and contribution to a defined project.

Email

Hi (Name),

I noticed that (Startup) is working on (product/project/market) and is currently (growing/launching/expanding into ...).

IAESTE connects startups and other employers with international university students and recent graduates for professional internships who can contribute to defined projects.

This could be relevant if you need additional skills in (field/technology/market).

If you're available for a brief conversation to see if this might be relevant to your team, please book a call using this link here (insert calendar booking link) or email me back if you have any questions.

Kind regards,

(Name)

LinkedIn approach

Connection request

Hi (Name), I came across (Startup) and your work on (product/project). I work with IAESTE, connecting businesses with international STEM students and recent graduates who can contribute to practical projects. I thought it would be good to connect.

After acceptance

Thanks for connecting, (Name).

When a startup is developing a product, testing a technology or exploring a new market, having some additional specialist capacity can make a real difference.

IAESTE connects businesses with international university students and recent graduates whose STEM skills can be matched to defined projects, whether that's research, data analysis, coding, engineering or testing.

Would you be open to a brief conversation to see whether this could be useful for (Startup)?

Kind regards,

University/research group

Use when approaching professors, research leaders, laboratories or academic departments.

Email

Dear Prof. / Dr (Name),

I came across your work on (research area/project) at (University/Institute).

IAESTE helps universities offer STEM students international industry and research placements in more than 80 countries, while also connecting departments with international STEM talent.

If you have a research project requiring specific technical skills, tell us the skills you are looking for and we'll identify suitable candidates through our global network. We keep the process straightforward and handle the placement administration.

If you're available for a brief conversation to see if this might be relevant to your team, please book a call using this link here (insert calendar booking link) or email me back if you have any questions.

LinkedIn approach

Connection request

Dear Professor (Name), I came across your work on (research area) at (University). I work with IAESTE, connecting STEM departments and research teams with international technical talent through our global university network. It would be good to connect.

After acceptance

Thank you for connecting, Professor (Name).

I wondered whether IAESTE could be useful to your research team. We connect universities and research groups with international STEM students and recent graduates who have relevant technical skills and can contribute to defined research projects.

If you have a project requiring skills, whether in laboratory work, engineering, coding, data analysis or another specialist area, tell us what you need and we can explore suitable candidates through our network across more than 80 countries.

We keep the process straightforward and handle the placement administration.

Would you be open to a brief conversation to explore whether this might be useful to your team?

Kind regards,

(Name)

And/Or

Thank you for connecting, Professor [Name].

I was interested in your work on [research area/project] and wondered whether your team ever needs additional technical capacity for specific research activities.

Through IAESTE, we can help research groups identify international STEM students and recent graduates with relevant skills, drawing on our university network across more than 80 countries.

If you have a project in mind, we'd be happy to discuss the skills required and explore potential matches. We also handle the placement administration, keeping the process straightforward for the host team.

Would a brief conversation be useful?

Kind regards,

NGO / international organisation/Public institution / public-sector organisation

Use when the organisation may have research, data, communications, technical or project needs.

Use when there may be suitable international, technical, research or digitalisation projects and the organisation can host interns. **The message is similar to the ones for large businesses or SMEs, so it will depend on the size of the organisation.**

Email

Dear (Name),

I noticed (Organisation) is working on (programme/project/area).

I'm getting in touch because IAESTE connects organisations with international university students and recent graduates whose technical backgrounds may be relevant to your projects. Depending on the work involved, a student or recent graduate with experience in (specific skill/field) could contribute to your team while gaining practical industry experience.

We support the placement process, including candidate matching and practical arrangements.

If you're available for a brief conversation to see if this might be relevant to your team, please book a call using this link here (insert calendar booking link) or email me back if you have any questions.

OR

Dear (Name),

I came across (Company) and am interested in your work on (specific product, project or technical area).

If you have any upcoming projects in (field) that you need extra capacity for, a student or recent graduate with skills in (specific discipline or technology) could contribute - perhaps through testing, design, data analysis or research.

IAESTE connects employers with international university students and graduates for professional internships and supports the practical arrangements involved.

If you're available for a brief conversation to see if this might be relevant to your team, please book a call using this link here (insert calendar booking link) or email me back if you have any questions.

Kind regards,

LinkedIn approach

As before for both (SME/Large companies)

Public institution / public sector

Email

Dear (name),

I am contacting you from IAESTE (country/committee). I noticed that (Institution) is involved in (specific project/area).

If you have a need for extra capacity that a student or recent graduate with skills in (specific discipline or technology) could contribute, IAESTE connects employers with international university students and graduates for professional internships and supports the practical arrangements involved.

I understand this may be subject to your internal and legal requirements; however, if you're available for a brief conversation to see whether this might be relevant to your organisation, please book a call using this link (insert calendar booking link) or email me if you have any questions.

Kind regards,

GENERAL LinkedIn approach

Stage	Objective	Recommended approach
Connection request	Establish relevance	Brief personal observation and a reason to connect
After acceptance	Explain the potential fit	One specific technical or project-related reason for contacting them
Next step	Start a conversation	Offer a short call or ask whether another colleague is better placed