

# Speed Interviewing Outreach Template

## Purpose of the Tool

A speed interviewing event allows employer partners to meet with numerous students graduating from a relevant training program over the course of one day. Employers benefit from the expedited format because they can quickly identify talent and compare candidates against their cohort. However, human resources managers may demonstrate initial skepticism when asked to participate in a speed interviewing event because of the unfamiliar format. This worksheet helps college administrators increase employers' willingness to participate by strengthening the initial outreach email.

### Outreach Email Builder Worksheet

#### I. Email Sender:

Use a single point of contact for outreach. The stronger the relationship with the contact, the more likely the response.

Brainstorm existing relationships with employer partners. List the top candidates to send outreach:

\_\_\_\_\_

#### II. Subject Line:

Express how the speed interview event benefits the employer in a concise, informative phrase:

- Results Oriented: "Secure Next Year's Cohort with EAB College's Speed Interviewing Event"
- Inquiry Based: "EAB Community College Speed Interview Event Inquiry"
- Humble Request: "Cordially Invited to EAB Community College's Speed Interviewing Event"
- Explicit Explanation: "EAB Community College Invites You to Speed Interviewing Event"

Which of these subject lines would you incorporate into your outreach emails? Why?

\_\_\_\_\_

Compose a subject line addressed to a relatively unknown employer prospect. Compare your subject lines with a colleague.

\_\_\_\_\_

#### III. Salutation:

Address the employer prospect by their first name, especially if you have a prior relationship. Reserve the use of surnames and titles for unfamiliar or senior-level contacts.

Compose an appropriate salutation based on your familiarity with the contact.

Example: *Joan Smith, HR manager and alumni of the college* → Hi Joan, I hope all is well.

*Pat Langerman, Vice President of Employee Development* → \_\_\_\_\_

*Frances Davis, HR director unfamiliar with the college* → \_\_\_\_\_

#### IV. Email Body

See example on next page.

#### V. Sign-Off and Signature

Use your first name and include contact information after your signature.

Examples:

Warm regards,      Thanks again,

All the best,      Take care,

# Speed Interviewing Outreach Template (cont.)

## Example Email

*Subject: Interview 15 EAB College Manufacturing Graduates in One Day*

Dear Maureen,

I hope you are doing well. It was a pleasure speaking with you about Manufacturing Inc.'s training needs last month at the Plains County economic development fair.

In the past, EAB Community College's incumbent training program helped Manufacturing Inc. increase its throughput by 11%. Now, we are very excited to invite Manufacturing Inc. to our first-ever Mechatronics Speed Interviewing Event. This event will give you the opportunity to conduct 15-minute first-round interviews with a pool of fully trained mechatronics students. It will also allow your company to select a cohort of outstanding candidates in just one day, thus accelerating the hiring process and reducing recruitment costs.

Would you be willing to speak briefly by phone in the next week? I would sincerely appreciate the opportunity to discuss the speed interview event further. Please let me know if I can answer any questions in the meantime.

All the best,  
Andrea

**Andrea Anderson**

Director of Industrial Manufacturing

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Reference past interactions to reaffirm existing relationship

Highlight any past training experiences to solidify value

Explain how the employer benefits from the event's unique format

Request a follow-up conversation to address questions or concerns by phone

Source: EAB interviews and analysis.