



Guidelines for an email to a company

Dear XXX,

Brief presentation of yourselves – focusing on your academic competences

Formulation of offers – what would you like to do and what can you offer? What academic competences can you contribute to the company?

What will the company gain from being involved? What value will it imply for them?

What does the collaboration require of the company?

What will you “deliver” in concrete terms – brief description of format, process and product

Rounding off – how you will follow up and courtesy phrase

