

# Keeping Candidates Warm: Conversation Guide

**When to use:** If an employer raises concerns about reneges, competitor poaching, or limited capacity to stay engaged with students.

**Your role:** Uncover what they are facing. Capture the *risk window*, *what they've tried*, *constraints*, and *timing* so our team can make a warm intro and tailor a pilot recommendation that matches their reality.

## How Parker Dewey Helps

- **An immediate next step after the Career Fair:** Internship or full-time roles might not be open yet, but a Micro-Internship offers a meaningful way to keep new talent invested until longer-term opportunities are available.
- **Maintain momentum after the summer internship:** Stay connected with high-potential students during the academic year or before full-time roles open up.
- **Alternative when budgets are tight:** Even if you've had to pull back on traditional internship programs, you know these things are cyclical and hires will still eventually need to be made. Micro-Internships are a cost-effective option for maintaining relationships even when the traditional methods may not be possible.
- **Keeps your company top-of-mind:** Parker Dewey gives students another opportunity to interact with your team, reinforcing your brand and culture without a big commitment.
- **Strengthens intent to convert:** Candidates who complete a Micro-Internship are more likely to accept internship or full-time offers later, the experience builds trust and alignment.
- **Light lift for employers, high impact for candidates:** Even a 10-hour project reinforces interest and gives the student another meaningful experience within your org.

**Employer:**

**Contact / Title:**

**School / Partner:**

**Date:**

**Best follow-up:**

## How to start the conversation

Set expectations “I’ll ask a few questions about where momentum drops off, what you’re doing today, and what constraints you’re under. At the end, I can summarize what I heard and—if you’re open—make an introduction to our partner that supports employers with light-lift engagement programs.”

### 1) Trigger (check all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> Reneges / offer declines increasing               | <input type="checkbox"/> Bandwidth constraints (recruiter / manager time) |
| <input type="checkbox"/> Competitor poaching / students still interviewing | <input type="checkbox"/> Want better signal before day one                |
| <input type="checkbox"/> Roles not open yet / post-career fair drop-off    | <input type="checkbox"/> Other:   |
| <input type="checkbox"/> Budget freeze / internships scaled back           |   |

### 2) Risk window (where momentum drops)

“Where do you see the biggest drop in engagement—post-fair, post-interview, post-offer, or pre-day one?”

**Biggest drop:**

- |   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> Post-fair      | <input type="checkbox"/> Pre-day one |
| <input type="checkbox"/> Post-interview | <input type="checkbox"/> Other       |
| <input type="checkbox"/> Post-offer     |                                      |

**What’s happening in that window (1–2 bullets):**

- 
-

### 3) What's changed this year?

“What feels different this year vs last year—candidate behavior, competition, timelines, headcount certainty?”

- |   |  |
|---|--|
| <input type="checkbox"/> More competition | <input type="checkbox"/> Headcount uncertainty           |
| <input type="checkbox"/> Slower timelines | <input type="checkbox"/> Candidate expectations shifting |
|   | <input type="checkbox"/> Other:                          |

Notes:

### 4) Renege / poaching signal (if relevant)

“Are students continuing to interview after accepting? What are you losing them to?”

Where are they losing students to?

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> Competitors: | <input type="checkbox"/> Remote/hybrid |
| <input type="checkbox"/> Industry:    | <input type="checkbox"/> Role clarity  |
| <input type="checkbox"/> Compensation | <input type="checkbox"/> Other:        |
| <input type="checkbox"/> Location     |  |

Notes:

### 5) Current “keep warm” motions

“What touchpoints do you use today—email, events, ambassadors, manager outreach, group chats?”

Touchpoints used:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Email cadence        | <input type="checkbox"/> Ambassadors      | <input type="checkbox"/> Social/community    |
| <input type="checkbox"/> Events/info sessions | <input type="checkbox"/> Manager outreach | <input type="checkbox"/> Pre-start resources |
|   | <input type="checkbox"/> Text/group chat  | <input type="checkbox"/> Other:              |

What works (gets responses / builds excitement):

•

What gets ignored / falls flat:

•

## 6) Constraints (what limits them most)

“What’s the biggest limiter right now—budget, recruiter bandwidth, manager time, or meaningful ways to engage?”

### Primary constraint:

- |  |   |
|--|---|
| <input type="checkbox"/> Budget              | <input type="checkbox"/> Need meaningful engagement ideas |
| <input type="checkbox"/> Recruiter bandwidth | <input type="checkbox"/> Compliance/other:                |
| <input type="checkbox"/> Hiring manager time |   |

### Notes:

## 7) Timing + key dates

“What are your key dates (offers out, decisions, start dates)? Where are the longest gaps?”

### Offers out:

### Decisions final:

### Start dates:

Longest gap to bridge:                      weeks/months

### Notes:

## 8) Define “low lift”

“If there were an easier approach, what would ‘low lift’ mean—who owns it and how much time/month is realistic?”

### Who would own it?

- |   |                                 |
|---|---------------------------------|
| <input type="checkbox"/> Talent Acquisition | <input type="checkbox"/> Shared |
| <input type="checkbox"/> Campus recruiting  | <input type="checkbox"/> Other  |
| <input type="checkbox"/> Hiring managers    |                                 |

Realistic time:    hours/week or    hours/month

### Approvals needed:

- |  |                                 |
|--|---------------------------------|
| <input type="checkbox"/> Talent Acquisition lead | <input type="checkbox"/> Legal  |
| <input type="checkbox"/> Finance                 | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Hiring managers         |                                 |

### Notes:

## 9) What would success look like? (pick 1–2)

- |  |  |
|--|--|
| <input type="checkbox"/> Fewer reneges           | <input type="checkbox"/> Faster hiring           |
| <input type="checkbox"/> Higher show-up rate     | <input type="checkbox"/> Stronger brand presence |
| <input type="checkbox"/> Better candidate signal | <input type="checkbox"/> Improved conversion     |

**Notes:**

## 10) Warm intro readiness

**Summarize:** “Let me reflect back: the risk window is \_\_\_\_, your current approach is \_\_\_\_, the biggest constraint is \_\_\_\_, and ideally you’d want \_\_\_\_.”

**Offer intro:** “If helpful, I can introduce you to our partner that supports employers with light-lift programs to keep candidates engaged and gather better signals—especially during timing gaps and budget freezes. Would you be open to a short intro?”