

Ten things the mobile community needs to know about...



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Thanks for agreeing to contribute an article to the MEF Minute, MEF's international community blog. We've created some guidelines to get you started. We're also happy to talk through your submission anytime. Just [drop us a line](#).

"**10 things you need to know...**" offers the opportunity to explore a key topic affecting the mobile ecosystem, in a concise, easily digestible format offering contributors a thought leadership platform for their viewpoint on an industry critical issue.

To get started, please agree your specialized topic with the MEF Minute editorial team. The ten things should focus on the wider industry and the issue being discussed and is not should not be seen as an opportunity to sell anything! Be open about any potential conflicts of interest.

A few pointers to get you started;

1. What is the topic about in its simplest terms? Explain as though you are writing to someone who has never heard about it
2. Who is involved? Consumers? Businesses? Advertisers? A geographic region? Pin it down so the reader is clear.
3. Why is it interesting? Is it an opportunity? A threat?
4. What are the timescales?
5. Get in depth if you need to – further down your list, you can delve into the minutiae of an issue – don't be afraid to get technical, as long as your points allow the reader to find out more via links to other content.

All articles should include:

- Author name, job title, company and URL and MEF board or committee representation, if applicable.
- A Twitter handle would be great if you have one.
- It's also important to include an image of the contributor, preferably a head and shoulders shot, against a plain white / light back ground.
- Video content if available or a link to a YouTube or Vimeo page so that we can include it & other images like graphics, infographics, charts
- Other images such as infographics or charts as well as hyperlinks to other content that to create reference points around a concept, technology or company.

Tone:

Please be strident, conversational, interesting, witty and use examples wherever possible. Also, remember we want to stimulate debate, so it is OK to shoot from the hip; make a strong argument for one side of an issue. As an expert contributor, we also hope we can count on you to help drive traffic to your finished post to maximise its exposure.

Thanks again for contributing, and don't hesitate to get in touch with any questions