

5 minutes with... MEF profile

www.mefminute.com

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](#).

"5 Minutes with..." offers members the opportunity to profile themselves in an informal and entertaining manner. The format features a standard list of questions below which are the same for all contributors. Please answer in short, anecdotal paragraphs and please steer clear of making it overtly promotional/ sales focussed.

THE QUESTIONS

1. What does your company do?
2. When did your company launch and what growth have you seen?
3. What are your company's main goals?
4. Where do you see your company in three years' time?
5. What aspect of mobile is most exciting to you right now?
6. What's the most critical issue that will hit mobile within the next 12 months?
7. Apart from your own, which mobile companies are the ones to watch in the year ahead?

All articles should include:

- Author name, job title, company and URL and MEF position if applicable.
- A Twitter handle would be great if you have one.
- It's also important to include an image, 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
- You can include other images like infographics or charts as well as hyperlinks to other content that to create reference points around a concept, technology or company.
- As a contributor to the MEF Minute, we hope we can count on you to help drive traffic to your post to maximise its exposure.

Thanks again for contributing, and don't hesitate to get in touch for more guidance