



Guest Opinion Article Guidelines

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](#).

We need plain speaking jargon-free contributions that focus on the wider industry and the issue being discussed. Posts should not be used as an opportunity to sell anything; it's for our readers to learn from you, and a thought leadership platform so please avoid making it a promotional piece, and always be open about any potential conflicts of interest.

All articles should include:

- A snappy headline (we can help with this)
- Length should be between 500 – 750 words.
- 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
- Include 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.
- 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.

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.

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