

## CONTRIBUTOR GUIDELINES

The [Centre for Strategic Communication Excellence](#) shares valuable insights, tips and exclusive content created by global communication experts for communication professionals who are serious about elevating their value in their organisations.

### What we're looking for

The best way to know whether your content is right for us is to [read a few of the articles](#) we've published on our website. Here you will find information about strategic communication management, internal and change communication, digital and leadership communication, communication research and measurement, the future of the profession and much more.

Our articles are focused on developing communication professionals and communication teams to realise their full potential and embrace the extraordinary value strategic communication brings to their organisations, themselves and our profession. If you're writing about a well-worn topic, we'll be looking for a unique argument or insight. We're also interested in original research that highlights new communication trends and issues in strategic communication management.

The Centre for Strategic Communication Excellence does not accept articles that are promotional or advertorial in nature.

### When submitting an article, please provide the following:

- A well-written and thought-provoking article that is between 500 to 1200 words in length, submitted in Word format.
- Hyperlinks for any references you include.
- A short bio of up to 120 words that includes your name, post nominals (if applicable), title and geographic location.
- A high-resolution head shot.
- Links to your social media accounts so we can tag you in our promotional posts.
- An article summary of up to 30 words.

### Submitting an article

If you're interested in submitting an article to the Centre for Strategic Communication Excellence, we'd love to hear from you. Email Sia Papageorgiou: [sia@cropleycomms.com](mailto:sia@cropleycomms.com)

All articles will be published at our discretion.