



Queensland
Leaders

Leaders Media Guide

For Leaders Website, Social Media & Newsletter

About this Opportunity

Leaders will accept media submissions from Participants throughout the Series. The submission needs to be educational not a direct sales or promotion of a specific product. It should address a highly relevant and timely topic with the ultimate aim of lifting your profile to the network.

Details

The content style is presented from the CEO or business leader's perspective. It aims to offer information to the market that will interest readers and be of immediate use to them in business.

This is an opportunity to develop your business's reputation as a 'thought leader' in your areas of expertise. When so positioned, your organisation will likely attract contact from the people you want to do business with. This format offers more sophisticated and opinionated content to point out threats and opportunities.

Requirements

- **Source:** Can be created fresh or can leverage existing blogs, social media posts, or other pre-existing content.
- **400 words maximum in length**
- **Include a reason for readers to contact you:** Is there a template document, checklist, research or other value-add that you can entice readers to contact you about?
- **Logo:** To be submitted in both JPEG and EPS formats.
- **Images:** Content that has an appropriate image are powerful. Images should be relevant to your business/content.
- **Value adding:** The submitted content must not be an obvious promotion for a service or product. It needs to address an issue or topic that is going to be highly relevant and beneficial to readers.

Other Information

Leaders retains the right to edit your content to ensure it keeps to the overall themes, fits into the allocated space, and for any other reasons it may need to do so. You will be advised if any significant changes are required.

Leaders make no guarantees regarding publication, particularly if your submission varies from the guidelines above.

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REACH YOUR PEAK.