



Thought Leadership and Blog Guidelines

Article Recommendations:

The types of articles appropriate for the ELA range from specific quality topics, step-by-step how-to's, practical advice, and case studies (500 to 1000 words), supplemented with real-world experience, analysis, or research. Compelling first-person or personal stories and opinion pieces are also very welcome.

Our members are diverse in market and experience—but they all have this in common: they are passionate about loyalty.

Please see our [news page](#) for examples

Recommended Tips:

- Readers look for content that is useful and most importantly, relevant. Does the article offer value in the form of information, best practices, tips, advice, analysis, or resources?
- First impressions count. People decide within seconds whether to continue reading something. Start your article with an interesting anecdote, statistic, or problem statement. A great title!
- Use bullets, lists, and short sentences and paragraphs.
- Include any figures/pictures/images that will enhance your article. However, we are happy to provide these.
- Don't forget to include a conclusion. Wrap up your thoughts, or reiterate the next steps.
- If the topic is complex, you might want to suggest additional resources or offer a contact for more information at the end.
- Cite sources and provide references to quotations and facts when used.

- Always remember a CTA (Call to Action) - with contact details and links to websites or your own email or LinkedIn URL if you're happy for people to get in touch directly.
- Use yourself as the author and send in a headshot to authenticate the article.

Terms and Conditions

Content must be relevant to the loyalty and / or customer engagement industry.

Members and non members can submit a blog however, the ELA reserves the right to refuse a submission at any time should it fall outside of the above guidelines or is deemed inappropriate or not relevant to our audience.

Work must be submitted as an email attachment in an MS Word/ Google Docs format to hello@europeanloyaltyassociation.org

Authors must provide accurate references for all data and information used. We will not consider submissions that are not properly sourced. Sources should be cited in the article.

The working language of the newsletter is English. Work in other languages will be considered on a case-by-case basis. Please ask the ELA team.

Although there is no word limit, articles are generally no longer than 1000 words. Longer articles will be considered on a case-by-case basis.

The editorial board of the ELA reserves the right to edit work that has been accepted for publication. However, all changes will be sent to the author for final approval before being released.

Photo/ Imagery: submission requirements: We welcome photo submissions to accompany articles or as standalone submissions.

Photos / Imagery should be submitted in high-resolution JPEG or GIF (3000px x 2570px) file by email hello@europeanloyaltyassociation.org

All photos should be given proper accreditation. Please cite the photographer's name, affiliation, and country if known.

We do not accept any articles that relate to politics, religion, sexual orientation, or race.

The ELA reserves the right to refuse a submission at any time should it fall outside of these guidelines.