

## **FISITA Member thought leadership contributions**

As part of your FISITA membership, we invite your company Member to submit up to 2 x thought leadership articles per calendar year.

Each FISITA member thought leadership piece will be published on the FISITA website and promoted online (newsletter and/or social media) to the technology of mobility community, from students to C-suite decision-makers.

We encourage Corporate Members to take up this opportunity; FISITA Member thought leadership articles help increase your engagement and knowledge sharing and showcases the writer's and company's expertise in the topic area in question.

### **Process**

1. Please send a short initial brief for your article to FISITA's CTO Martin Kahl ([m.kahl@fisita.com](mailto:m.kahl@fisita.com)) and FISITA's PR & Comms Manager Isabella Hammond ([i.hammond@fisita.com](mailto:i.hammond@fisita.com)), explaining the topic and the purpose of the article – please do not send the full article before having received approval.
2. After FISITA approval send back your article to the people listed above.
3. FISITA confirms when the article will be published and promoted.

### **Guidelines**

- Articles should be between 500 – 800 words max.
- Authors should be experts in their field.
- Write clearly, from an expert point of view, and avoid jargon.
- Ensure your article is focused and makes a clear point that can be summarised in one or two sentences.
- Avoid writing in the first person.
- Write from an industry perspective and avoid talking about your own company.
- All FISITA Thought Leadership submissions should include sources for facts and figures mentioned in the article.
- Please include your name, role, company and short biography (max. two sentences). Consider including an email address at which interested readers may contact you.
- Graphics: If your article includes graphics and charts, please provide these as separate high-resolution attachments. Images are not required; if you provide

images, please ensure you have the appropriate permissions and confirm in writing that FISITA can use the images.

- Original content: submission of an article is on the basis that work is original and has not been published previously, and is not under consideration for publication elsewhere.
- Editorial control: the FISITA team will work with you to ensure your article meets FISITA requirements and your expectations. Please note that FISITA retains editorial control.

This is a unique opportunity to share yours and your company's thought leadership in the pre-competitive space; however, this is not a tool for advertorials or press releases.

Please do not hesitate to contact Isabella Hammond [i.hammond@fisita.com](mailto:i.hammond@fisita.com) if you have any questions.