Content and contribution guidelines for The Communications Council

Have you worked on a successful campaign that you want to shout about from the rooftops? Do you have some burning thoughts on creativity, leadership, talent, career development or industry best practice/guidelines that you want to share? Do you know of anyone who's recently completed a Comms Council course and feel their achievements are worth sharing? We'd love to feature them on our website and in an upcoming issue of the "News & Views" monthly e-newsletter.

Please provide an outline of your piece first to hello@communicationscouncil.org.au Content and contribution guidelines for The Communications Council for feedback, approval and deadline.

Relevant topics
- Professional development and career pathways:
    - Talent attraction, retention and engagement
    - Mentoring
    - Motivation/inspiration
    - Reaching goals
    - CPD and accreditation - the importance of it, the industry's take up of it, the impact it has on retention and performance etc
    - Insight into company training/development programs
    - Spotlight on a high achieving TCC course completer
    - Industry career advice at all levels
    - Overcoming skills gaps/skills development
- Agency culture and industry best practice:
    - Business transformation
    - Collaboration across disciplines
    - Cutting edge thinking, processes, practices
    - Future trends
    - How roles are changing and what individuals should do to keep up
- Industry leadership
- Creativity:
    - Campaign case studies - your own or others you admire - inc details such as the brief, approach, reception, results etc. See below for more details
    - Commercial creativity as a valuable Australian professional service
    - Business impact of commercial creativity
    - Creativity as a driver of business growth
- Issues guidance:
    - Shedding light on code/regulations changes
    - Commentary on self regulation
- Events reports (eg relevant conferences, talks, festivals etc):
    - Capturing punchy/educational insights/takeaways from keynote presentations - need to clearly identify who the speaker was, in what session, accurately represent what the quote/comment was and articulate why they found this takeaway relevant to the industry (see this piece as an example)

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Formatting

- 400 - 800 words
- Include title, short description of piece, name and job title
- Provide high res headshot and high res accompanying imagery where relevant eg a campaign, an event, presentation, talk
- Link to relevant company page and social handles
- Copy must be provided in Word or editable Google Doc

Tone and style

- Intelligent, credible and authoritative, but can also be personable and colloquial - try not to be too casual though and try and avoid swearing!
- Try and avoid being critical or negative
- Pieces should be insightful, entertain, inform and add value to the reader's day
- Avoid use of cliches and jargon
- Try to keep to a structure of overarching concept/argument, intro, three or so key points, then conclusion with key takeaway. Try to end with a question/entice comments

ADDITIONAL SECTIONS

My Journey

- Profiling course completers who have achieved highly, have gone on to be promoted, won an award, or have stood out in a course eg a winning pitch/idea
- Suggestions to be put forward to hello@communicationscouncil.org.au. Must include suggested participant's contact details, information on which TCC course this person completed and when, and why you think they would be worth profiling
- If approved, questions and deadline for response will be sent to interviewee
- Participants need to submit a headshot and provide full name, job title and links to any relevant web pages/social profiles

Questions:

- How long have you been in the industry and in your current role?
- What was your degree in?
- What is the best thing about your job and being in the industry?
- What made you want to get into the industry?
- What are your wider career goals?
- Who do you look up to in the industry?
- What are your main sources of career inspiration eg podcasts, blogs, books, magazines etc
- What motivates you on a daily basis and to keep striving towards your goals?
- What made you want to do the TCC course that you completed?
- How would you describe it in a nutshell?
- What was the best thing about it?
- What was the number one thing you were able to apply in your day to day work?
- What is your favourite project/campaign you've worked on to date?
- What's your passion outside of work?

Case studies
- Short blog posts on campaigns worth recognising for their creativity, effectiveness and results. This can be from your own agency or other work that you admire
- Submit responses to the below questions to hello@communicationscouncil.org.au
- We also require a campaign image and the author needs to provide full name, job title and links to any relevant web pages/social profiles

Case study Questions
- What was the brief?
- What was yours/the agency's approach?
- What was your 'aha' moment? When did it hit? How did it fuel the rest of the campaign?
- How did this connect to key insights that you may have had already, or how did it lead to a key insight?
- What was the most challenging part of this campaign?
- What was the most rewarding element of this campaign?
- How was it received by the audience, both target and wider?
- What results did it achieve - eg social shares, prizes, media headlines, overall ROI if available
- What do you find the most inspiring about this campaign?
- What do you think was the biggest learning from this campaign?

Declaration of originality
We ask that all contributors to The Communications Council adhere to the below declaration of originality:

I confirm that the written work I have submitted to The Communications Council is entirely my own. Where I have referenced the work or ideas of another author or originator, I have credited the source and provided links. I understand that by submitting this work, The Communications Council retains the right to publish it across its channels, either in its entirety or edited, and is able to republish in part or full in the future without prior notification. I also understand that as the author, I am entitled to submit the work for publication elsewhere once it has been published by The Communications Council and on the proviso that the republished work concludes with the line 'This article was originally Content and contribution guidelines for The Communications Council published by The Communications Council' and is accompanied by the relevant link.