

**PRIVATE & CONFIDENTIAL**

**IIDM EXPERT TALK  
LETTER OF ENGAGEMENT - EXTERNAL CONTENT CONTRIBUTORS**

Should you wish to take advantage of the opportunity for you and/or your organisation to enhance its marketing profile by becoming a Content Contributor, I am pleased to outline the following terms and conditions with regard to the provision of written material to the International Institute of Directors and Managers (IIDM).

**Website Section:** 'Expert Talk' - written material prepared by business consultants / expert(s) on various topics of interest and relevance to the target audience.

**Target Audience:** IIDM procures members from the vast business community which includes current and potential business owners and leaders, advisors and managers.

**Aim:** It is intended for written material to build awareness of a business issue or topic and provide a step-by-step guide and/or insight into implementing business solutions. In general, written material should inform, educate and help CEOs through sharing your knowledge and expertise. Written material shall be of a high quality and conform with proper professional standards. Written material which is a narrative or commentary is less desirable and therefore less likely to be published.

**Format:** The written material should be quick and easy to read by the audience. As a suggestion, the following outline is provided:

- Title\* - short and descriptive, which clearly indicates its content or key learning point
- Introduction or Lead Paragraph\* - designed to encourage subscribers to read the main paper
- Body - includes key learning points; 'how to'; steps to meet a desired solution or outcome
- Conclusion

\* Whilst the format is flexible, these components are compulsory. IIDM has prepared a suggested template for Expert Talk articles.

We encourage you to refer to the document 'Simple & Effective Writing for the Web' as a tool to assist you in submitting written material that is suitable for publication on the Internet.

Where necessary, IIDM is authorised to re-format and edit the written material, provided that IIDM agrees not to alter any material provided by you in any substantial way without obtaining your prior approval and in any event, not in a way which would prejudice your reputation. Where substantial changes are required, IIDM shall request submitted material be amended to meet its requirements.

**Length:** Ideally, each paper should be three A4 pages when printed (that is, 1000-1,500 words) in length.

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**Acknowledgment:** IIDM will acknowledge the author of the written material. Each article will be accompanied by the author's by-line. The author is requested to provide the relevant information for this by-line eg author's name, company (if applicable), contact details, a brief statement outlining the author's area(s) of expertise etc.

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**Reciprocal Web Site Marketing:** Should you wish an embedded link from your written material to a designated URL on your website, IIDM requests that you reciprocate by establishing a link from your website to the IIDM website (<http://www.iidmglobal.com>). Refer to the document 'Linking Policy'

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**Fee:** In lieu of payment of a fee, the IIDM website(s) will provide another avenue for you to market your expertise and it is anticipated the author will receive considerable exposure from the website(s) - and any subscriber queries raised from the paper(s) will be promptly directed to the author.

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*IIDM – an associate company of The CEO Institute*

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**No Prior Representations:** This letter contains the entire agreement between us and supersedes all prior agreements and understandings between us.

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**Frequency of Contribution:** You can determine the level and frequency of contribution. We welcome written material as a once-off situation or on an ongoing basis (either as stand-alone articles or series of articles that may be cross-referenced).

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**Submission:** Written material (word-processed copy) can be forwarded to the email address - [online@ceo.com.au](mailto:online@ceo.com.au)

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**Images/Graphs:** To enable loading onto the website(s), any images, graphics, diagrams etc must be provided in .jpg or .png format. The size of which does not exceed 320x240 pixels and/or 20Kb. Ideally, no more than two images should appear in each paper.

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We look forward to receiving your written material. However, before doing so, we request that you acknowledge your agreement with the contents of this letter by signing the 'IIDM - Letter of Engagement Schedule below and returning it to IIDM.

Please do not hesitate to contact IIDM if you have any queries or concerns with regards to the above arrangements.

Yours sincerely

**MICHAEL HABERLE**  
**MARKETING & COMMUNICATIONS MANAGER**



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## **IIDM - LETTER OF ENGAGEMENT SCHEDULE**

Date:

Name of authorised signatory:

Position:

Company Name:

Street Address:

Suburb/City:

State/Region:

Post Code/Zip Code

Country:

Email address:

Phone number:

**I hereby agree with the abovementioned terms and conditions with regard to the provision of written material to IIDM.**

*Please sign here*