

HOW TO PUBLISH AN ARTICLE IN THE NEW IECLA NEWSLETTER







For IECLA Members only



ABOUT THE IELA NEWSLETTER

The IELA Newsletter is aimed to be **IELA's new digital communication channel** for IELA Members and the Association to **communicate with the IELA Membership**

- Frequency: monthly – every second Thursday of the month
- Audience: IELA Members only
- Format: via email
- Structure:

1.  = IELA NEWS – Information from and about the association
2.  = 3 MEMBERS NEWS – News from IELA Member Companies
3.  = 3 TALENTS - News from IELA Member Companies
4.  = official agent appointments – Shows agenda of the upcoming 4 months

Notes:

- All IELA Members can submit content for:
 - one “PROJECT”
 - one “PEOPLE”
 - & no limits for appointments.
- No news will be published without being submitted by the Company
- The length of texts must be respected. Any submission with missing information or element (e.g. picture) will not be processed.
- Articles must be informative, not promotional.
- IELA reserves the right to discard articles whose content would not suit the editorial line of the magazine

PROJECTS

HOW TO SUBMIT AN ARTICLE FOR THE SECTION PROJECTS

All IELA Member Companies can submit one article on company news about:

- Topics:
 - Special projects
 - Partnerships
 - Company milestone (Anniversary, certification, etc.)
- Submission deadline: the 1st of every month, easy to remember :)
- Material to submit to Ludivine@iela.org:
 1. One Title – Up to 60 characters (space included)
 2. One text – length between 50 to 80 words
 3. One image
 4. Your Company logo
 5. One contact person from your company: Name & email address
 6. *Optional:* a link to a larger article on your website

Notes:

- One article per company
- A maximum of 3 articles per newsletter
- First-come-first-served policy:
The articles will be published in the order of reception.
- If we receive more news than the space we have, these news will be priority for the following newsletter. IELA Members cannot repeat submission until there is availability in order to give the opportunity to all.

HOW TO SUBMIT AN ARTICLE FOR THE SECTION PEOPLE

All IELA Member Companies can submit a staff highlight :

- Topics:
 - New staff
 - New position within the organisation
 - Staff special achievement
- Submission deadline: the 1st of every month, easy to remember :)
- Material to submit to Ludivine@iela.org:
 1. Full name and job position of the person
 2. Email address
 3. One portrait picture
 4. One text presentation – length between 30 to 40 words
 5. Your Company logo
 6. *Optional:* Link to LinkedIn profile

Notes:

- One staff presentation per company
- A maximum of 3 presentations per newsletter
- First-come-first-served policy: The staff presentation will be published in the order of reception.
- If we receive more presentation than the space we have, the last ones received will be priority for the following newsletter. IELA Members cannot repeat submission until there is availability.

HOW TO SUBMIT AN ARTICLE FOR THE SECTION PROUD

All IELA Member Companies can inform about their Company being proudly appointed as official freight forwarder for an event:

- Topics:
 - Official agent appointments
- Appointment timeframe: upcoming 4 months
- Submission deadline: the 1st of every month, easy to remember :)
- Material to submit to Ludivine@iela.org for each appointment (find the table template on the next page):
 1. Dates of the event
 2. Name of the event
 3. Logo & website of the event
 4. Name of the venue of the event + country
 5. Your company logo
 6. One contact person from your Company (name + email address)
 7. A copy of the official appointment or exhibitor technical manual

Notes:

- Companies can submit appointments with a maximum of 5 per month per company
- Only appointments submitted by the IELA Members to the IELA Secretariat before the deadline and with all requested elements will be included
- This section will list the appointments for the upcoming 4 months.



Download the [template table](#) to submit your official appointments