



## ***One+ and One+EMEA Writer Guidelines:*** **Revised March 2009**

### **Mission Statement**

*One+* will deliver strategic editorial content on meetings industry trends, opportunities and items of importance with a commitment to compelling design and production that fosters superior professional development and career enhancement. It will serve as the official monthly publication of Meeting Professionals International, supporting the association's multiyear strategic plan.

### **Audience**

*One+* is mailed monthly to approximately 24,500 MPI members as a membership benefit and to approximately 7,000 qualified non-member prospects and meetings industry planners. Although most MPI members reside in the United States, more than 10 percent live and work in Canada and 65 other countries around the world. *One+* is produced primarily for meeting planners, but includes articles and columns relevant for hoteliers, airline personnel, caterers, audiovisual professionals, speakers, facility managers, production company personnel and others providing services or products to the meetings industry. Among those employing meeting planners are corporations, associations, educational institutions, government entities and independent firms. Many meeting planners are self-employed, operating independent firms and other service-related organizations.

### **Editorial Criteria**

*One+* prefers not to publish unsolicited manuscripts. Writers are encouraged to submit detailed article queries or pitches and, if accepted, the editor will work with the writer to develop the required article. *One+* strives to incorporate a variety of unique voices from MPI members and other industry experts. Article queries and pitches from active MPI members are given preference. From features and columns to news-oriented sections, the magazine aims to be the principal vehicle for educational value for meetings industry planners and suppliers.

Writers contributing to *One+* for the first time should peruse issues published since August 2008 on our digital flipbook edition at [www.mpioneerplus.org](http://www.mpioneerplus.org) to ascertain what types of news items, feature articles and columns have appeared. *One+* publishes only original, never-before-published material.

Article queries and pitches are judged for suitability based on the following points:

1. **Information:** Does the article deliver the promised facts? Are those facts supported? Is it logical and convincing?
2. **Analysis/Organization:** Are facts examined and discussed in a cohesive, cogent fashion?
3. **Balance:** If there are several sides to an issue, are all of them presented? Is opinion presented as such?
4. **Originality:** Is the topic presented with a fresh, new perspective?
5. **Audience appeal:** Does the article capture and retain reader interest? Does it address the proper audience? Does it use examples and quote multiple sources in the industry?
6. **Relevance:** Does the editorial provide our readers with useful information? Does it address a topic of current interest?
7. **Truth:** Is statistical information correct? The responsibility for accuracy rests with the author.
8. **Product or service endorsements:** Does the editorial primarily promote or endorse a specific product or

service? “Advertorial” copy is forbidden in features or columns. Some news sections accept press releases about new products and services.

### **Editorial Submission and Acceptance**

Before offering a complete feature story or column to *One+* or *One+EMEA* for consideration, please submit a brief summary of the proposed subject matter.

Feature article queries should be submitted to the following editors:

#### **Michael Pinchera**

Features Editor

#### ***One+***

Meeting Professionals International

3030 LBJ Freeway, Suite 1700

Dallas, TX 75234 USA

E-mail: [mpinchera@mpiweb.org](mailto:mpinchera@mpiweb.org)

and

#### **Blair Potter**

Managing Editor

#### ***One+***

Meeting Professionals International

3030 LBJ Freeway, Suite 1700

Dallas, TX 75234 USA

E-mail: [bpotter@mpiweb.org](mailto:bpotter@mpiweb.org)

Column queries should be submitted to the following editors:

#### **Jason Hensel**

Associate

#### ***One+***

Meeting Professionals International

3030 LBJ Freeway, Suite 1700

Dallas, TX 75234 USA

E-mail: [jhensel@mpiweb.org](mailto:jhensel@mpiweb.org)

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#### **Blair Potter**

Managing Editor

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E-mail: [bpotter@mpiweb.org](mailto:bpotter@mpiweb.org)

When an article query or pitch is accepted for publication:

1. The editor will work with the writer to establish word count, deadline, requirements, specifications and date of publication.
2. Once the article is received, the editor has the right to edit the article for style, clarity and length and to make final selection on headlines, subheads and graphic treatment.
3. Writers may be asked to revise manuscripts or provide additional information for clarification.
4. MPI owns the copyright on all published material. You will be sent an Agreement for Publication, which further describes this requirement.
5. An invoice, including the author’s Social Security number, must be submitted to receive payment. Invoices may be submitted via e-mail in attached Microsoft Word or Adobe Acrobat (PDF) documents. (Invoice guidelines will be provided.)

### **Manuscript Preparation**

1. Length: Columns typically run 500 to 1,000 words; features typically run 2,000 to 3,000 words, including sidebars.
2. Editorial Style: *One+* generally adheres to *The Associated Press Stylebook* and *Merriam Webster’s Collegiate Dictionary*.

### **Format**

1. Send the manuscript in Microsoft Word (for Windows or Macintosh) via e-mail to Blair Potter at [bpotter@mpiweb.org](mailto:bpotter@mpiweb.org).
2. A list of sources and contact information should be provided for fact-checking purposes.
3. At the end of the article, include a brief author biography listing current position, background and contact information if needed. Columnists should also provide a color (preferred) or black-and-white head shot (at least 300 dpi, 2" x 3") via e-mail.