

## MPI-WI AGENDA Submission Guidelines

MPI-WI's AGENDA magazine is a bimonthly magazine reaching an exclusive readership (our chapter members) of over 300 professionals involved in meeting management and meeting services in Wisconsin and surrounding areas. If you are interested in advertising in the AGENDA magazine, you can learn more [here](#). In addition to advertising opportunities, MPI-WI accepts article submissions on topics that are relevant to our readings. Examples include tips and trends in AV, F&B, new technologies, meeting management, meeting design, etc. Articles can be submitted via email to [admin@mpiwi.org](mailto:admin@mpiwi.org). Below are a list of guidelines that may help you in your writing.

### DOs

- ✓ **Do** provide readers with relevant information about industry trends.
- ✓ **Do** share tips and tricks you've learned from your experience in the industry.
- ✓ **Do** share your expertise on a topic.
- ✓ **Do** include high res photos or images that can be included with the article.
- ✓ **Do** research, make sure what you're stating is factual and reference your sources.
- ✓ **Do** your best to be concise and to the point. Lists, "Top 5"s and the like are popular reads.

### DON'Ts

- ✓ **Don't** use the article to promote your business. Articles that come across as too "salesy" will not be published.
- ✓ **Don't** list specific product names in your article unless necessary. Include generic terms when possible. (Example: *Experiment with using a Catchbox **or other specialty equipment** at your event if you're looking to increase audience engagement.*
- ✓ **Don't** forget to proofread your submission! Our co-editors will review articles, but we expect a clean, polished and complete article to be submitted in order to be considered for publishing.