



THOMSON REUTERS
TAX & ACCOUNTING INSIGHT
Contributor Information Kit



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What is Thomson Reuters Tax & Accounting Insight?

<http://sites.thomsonreuters.com.au/tainsight/>

Thomson Reuters Tax & Accounting Insight is an online space offering complimentary thought leadership and practical guidance to tax professionals and academics. It is a destination for insights, opinions, how to's and best practice solutions on:

- Tax and accounting technology trends;
- Developing tax and accounting research skills;
- Practice management. For example: marketing, client acquisition, running a practice;
- The latest industry news with commentary and opinion.

Why contribute?

We see *Thomson Reuters Tax & Accounting Insight* as an excellent opportunity to support our existing internal and external authors and develop potential budding authors. Some of the content contributor benefits for authors include:

- **Author acknowledgement:** Gain greater exposure, raised profile within the tax industry.
- **Follower acquisition:** A *Thomson Reuters Tax & Accounting Insight* profile page will include the option to link to your relevant social media forum or blog
- **Peer support:** Position yourself as a thought leader by imparting your knowledge or opinions on industry trends and news to your peers.
- **Product awareness:** While *Thomson Reuters Tax & Accounting Insight* is not a direct product promotion or sales site, we believe it will assist in product discovery and awareness and eventually lead to sales of these products via thomsonreuters.com.au.

Note: All contributions are non-paid and royalty free

How can you contribute?

- **Articles**
We encourage you to author and submit bite size articles and/or more in-depth feature articles or professional opinions influenced by industry news, trends, developments, judgments and legislation updates.
- **Q&A and Interviews (video, article, podcast)**
If you are interested in being interviewed for a response or opinion piece, we are able to work with you to write the questions and conduct the interview which can be responded to in writing or film. If you have a suggestion for an interview topic or would like to be interviewed, please contact us.
- **Webinar Presenter**
Webinars should aim to progress career or educational development and learning. They can be similar to a seminar only conducted online. The *Thomson Reuters Tax & Accounting Insight* team will manage all set up, facilitation and marketing for a webinar. If you have a suggestion for a webinar topic or are interested in presenting a webinar please contact us.

- **Case Studies / Success Stories**

Has a Thomson Reuters' product assisted a win or made a substantial difference to you or your firm? We'd love to create a forum for you to share this success with the wider profession through a series of Q&A, company profile/overview made into a case study.

Note: Filming and production for all podcast, video, webinar content will be managed by the Thomson Reuters Tax & Accounting Insight content team. All articles written will go through standard Thomson Reuters Tax & Accounting Insight content team review, editorial process to ensure the sites tone of voice, word limits remain consistent. Any article or content that has a potential to hold Thomson Reuters in a defamatory light, will not be included.

Frequency

We encourage all content contributors to develop and maintain an ongoing author profile within *Thomson Reuters Tax & Accounting Insight*. However, there is no commitment term around how often an author must contribute. Author's are able to submit an article for consideration as a one-off, or become more involved on a weekly, fortnightly or monthly basis. Similarly, submissions can be more sporadic as author time allows.

Scheduling of Posts:

All posts submitted are subject to scheduling in line with current content schedules and timing.

We will always endeavor to include the most relevant posts and articles to remain at the forefront of current topical news and trends.

Tone of voice:

Our tone of voice is rooted in our brand personality and *Thomson Reuters Tax & Accounting Insight* content should reflect this. We encourage a **conversational, human** and **less formal** tone in articles and interviews. All articles should be **clear** and **optimistic**, and maintain a **confident** and **authoritative** point of view.

Using this tone of voice is an essential part of communicating *Thomson Reuters Tax & Accounting Insight* brand. How we speak matters. When crafting written communications as well as in spoken settings, it's important to remember that our tone of voice distinguishes this. It's the words we choose and more; it's our sound, our distinct style of expression.

Content Format Requirements

Examples of content formats you can submit or be a part of are noted below. Content format is not limited however and we are open to suggestions. *(See contact details below for more details.)*

CONTENT	THOMSON REUTERS TAX & ACCOUNTING INSIGHTS FORMAT	WORD COUNT / TIME LIMIT	SUBMISSION FORMAT
Blog posts	Written post	400 - 500 words max	Word Document
Feature Articles	Written post	600 - 800 words max	Word Document
Q&A / interview	Written post	300 - 400 words max	Q&A completed in word document supplied by Thomson Reuters Tax & Accounting Insights content team.
	Video or Podcast	5 -10 minutes	Production managed by Thomson Reuters Tax & Accounting Insights content team.



Opinion	Written post	500 - 600 words max	Word Document
Live Webinar Sessions / On Demand	Webex (opp for Q&A) / Video Recording	30 minutes to 1 hour	Production managed by Thomson Reuters Tax & Accounting Insights content team.
	Supporting written post after event	300 - 400 words max	Word Document
Case Studies / Success Stories	Written post	300 - 400 words max	Word Document
	Video	5 -10 minutes	Production managed by Thomson Reuters Tax & Accounting Insights content team.
White Papers / Special Reports	If you are interested in writing a white paper for <i>Thomson Reuters Tax & Accounting Insights</i> please contact us so we can discuss topic and document requirements.		

Author Biography Requirements

The below details marked * are mandatory for consistency across all authored *Thomson Reuters Tax & Accounting Insight* posts. Please include detail and submit with all article submissions.

Full Name*	
Current place of study or work*	
Job Title*	
Email Address*	<i>(Internal use only, this will not be included on the post)</i>
Phone Number*	<i>(Internal use only, this will not be included on the post)</i>
Short Author Bio* <i>Please include a career or study accomplishment and an interest, hobby or activity you enjoy.</i>	<i>(100 words max. Our editorial team will include relevant work, position details.)</i>
Social Networking: <i>Include the full URL and user name for the accounts you would like us to promote on your Thomson Reuters Tax & Accounting Insight Author profile page. Please note: Personal social media pages will not be promoted.</i>	
Google+ Account	
LinkedIn Account	
Twitter Account	
Blog Name and URL	
Photo* <i>All individual Author posts must be submitted with a black and white or colour profile jpeg photo at least 148 x 148 pixels.</i>	

Contribute or find out more? Contact us today...

To submit an article, or make a suggestion, please contact one of our *Thomson Reuters Tax & Accounting Insight* team representatives who will be able to assist you.

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