

GGI'S INFORMATION & PRESS PORTAL

www.ggiform.com

General Information

What is www.ggiform.com

A GGI content-oriented presence on the Worldwide Web. It covers latest GGI news, press articles by GGI members, professional interviews and related informative topics. It further provides up-to-date information, suggestions and tips. The range of topics includes all areas in which GGI members are active (Auditing, Taxation, Law, Consulting, Corporate Finance, Trust and Estate Planning).

Target Group

- GGI members' clients and business partners
- All professionals interested in the topics covered.
- Journalists
- GGI members
- Potential new GGI members

Who can contribute

- All GGI members can deliver articles and press releases.
- GGI Practice groups or other
- GGI expert teams can deliver jointly written contributions.

In addition articles appear that have been researched by GGI editorial staff and prepared in a journalistic format.

What type of contributions can be delivered?

- Specialist contributions from GGI members covering professional topics.
- Interviews related to the areas in which GGI member firms are active
- News and tips for clients
- Press releases in your original language, which are related to the areas in which GGI member firms are active

GGI member firms' Company logos

GGI contact persons' recent photos along with personal profiles

Some of your benefits as author

- Prove your **competence** and **expertise** by making contributions to ggiform.com.
- **Increase** your **awareness level** and **shape** your **profile**.
- **Keep your clients informed** and demonstrate them the strength of your international network.
- Present your firm with its own specialist subjects and key competences.
- Send your clients a link to an interesting contribution from your company if you have recently addressed a specific topic



- Give acquaintances, business partners and friends the tip, that they should find out about a certain topic on the ggiforum.com site
- Make use of your newsletter to continually point out publications.

Guidelines for contributions

When submitting your contribution for www.ggiforum.com, please adhere to the following GGI guidelines.

Press Releases

You can make your press releases available to us, if they are related to your business activities. We will post them in their original languages (with some exceptions) in the press centre.

Contributions

Either your contribution need to have **up-to-date relevance**, e.g. a change in law, a new judgment, etc. or are **of use to the reader**, in that they explain something or provide tips. Of course you should not reveal the finest details of your strategies here. However, if the reader gets the sense that you could give him some valuable tips, he is more likely to seek out further consultation.

You can send us professional articles you have written or just inform us on news and tips, which you think could be of interest for the reader.

Writing style

The first lines of an article are crucial to spark reader's interest in your text. So try to make the reader curious with some information of personal concern.

- Do not address the reader directly, and do not use "I" or "we".
- Do not include lengthy lists with bullet points or tables.
- Do not include any obvious company promotional material.
- Bear in mind the target group: make sure the article isn't too technical and can be understood by someone who is not familiar with the field, provide general information about the topic and give your contact details for further information. Write in a manner that is easily understood.
- Keep it short. Texts that are too lengthy cause the reader to disengage at an early stage.
- Your contribution should be in proper English (if the author is not native English speaker, the text should be given to a translation agency for proof-reading).

Information boxes

If appropriate, information boxes may also be integrated, in order to provide the reader with additional, condensed information. Checklists, glossaries or even contact details (addresses, website links, etc.) could form the contents of these boxes.

Also details about the company/author are published in information boxes. The following information is required: company name and website link, author name, his or her personal Email address, position in company. Provide some information on the author's professional background.

If the personal email address is not to be included, we request that an alternative email address be provided, for example, info@...

Company advertising and promotional material

Articles are exclusively subject-related contributions. Company advertising will not be published on www.ggiforum.com and will be cut from the text.



Length of your article

The article can be up to approximately one to two DIN A4 pages in length, including visual material, and the font Arial 11 pt should be used. The article should not exceed 6'000 characters (including spaces).

Brief notes and articles also can be handed in.

Photos

Please provide visual material along with your articles if possible (photograph of the author, pictures related to the subject matter, graphs, etc.); we will happily use this if possible. Material should consist of meaningful photos/graphics that are appropriate to the text content. If possible, the pictures should be sent via email and should be of a high resolution (at least 300 dpi for a picture size of 10x15cm). Alternatively, photographs may be submitted on a CD.

If no pictures are delivered with the text, the editorial department will assume responsibility for picture research.

Send us **photos** of all your firm's **GGI contact persons** along with some background information on the person (key competences, area of practice, but also mention some personal interests).

GGI is driven by people, by personal contact between client and consultant. We will present those people who give GGI a face in a prominent position, in the "People Portraits" section. As well as a photo, details of the firm and contact details, an article will be included about the person and their professional history.

Company logos

A graphic for each GGI member firm will be included on www.ggiforum.com. If you have not yet done so, please provide us your high resolution company logo (printable file, at least 300 dpi) and state your firm's areas of activity. From the graphic there will be a link directly to the homepage of your firm.

Submission

Please submit your articles, press releases, photos and company logos to Barbara Reiss at b.reiss@ggi.com.