

Guidance for Chamber blog submissions

We like to feature a cross-section of member opinion on our blog page, and we encourage you to take a look and enjoy the variety of regional, national and global opinion that exists among our membership.

This is a piece of editorial which expresses an opinion or frames experience or expertise, on a topic which is of interest to the North-east business community. We always say we want the reader to think “that’s interesting” or “now, I didn’t know that” after they finish reading.

The format is in the first person, and needs an image of the author. Unlike the Business Bulletin copy, it doesn’t necessarily have to be original content, so it can provide an interesting alternative audience for you or your business’s opinion. These are usually published within a week of acceptance, although if they are very topical we do our best to get them published within the day.

An important point to remember is that it’s not a sales pitch, but an opportunity for raising your profile and establishing you and your business for your expertise in a certain area.

For general writing guidance, you might find our member news [top tips](#) useful