

Technews Publishing

Thought Leadership

What is a Thought Leadership article?

Thought Leadership articles provide practical, forward-looking insights by industry leaders with proficiency in specific areas of the security market. In so doing, they contribute to the body of knowledge offered, educate readers and we provide the author's organisation with a highly credible exposure platform.

Thought Leadership pieces are succinct, to-the-point articles (approx 600-700 words in length) imparting insights or personal experience from the writer to the target audience. Each article is accompanied by the contributor's name, title and organisation, and a colour photograph.

Thought Leadership pieces can include personal insights, well-substantiated opinions, and controversial statements. The writer should try to give the article an innovative slant, offering insights into the industry, trends and opinions relevant to the reader.

Thought Leadership pieces do NOT contain product punts, company marketing (apart from the association between industry-leading thinking and the author and his/her company) or any flowery public relations promotion.

Please note that this is editorial space, not advertorial, and as such, it must have no commercial, company-specific content whatsoever, unless specifically relevant to the topic under discussion. The editor may delete sales pitches and company promotions in favour of a stronger, albeit shorter article that educates readers and puts forward innovative thinking. Strong articles will, by association, reflect positively on the author and his/her organisation.

'Facts are sacred; comment is free'