

Guidelines and Process for Program Committee Conference Blog Posts for iSPEAK

The blog post is a great way to promote your conference, track, or session! Here are the guidelines and process:

1. Blog posts that receive the most interest have good content on a topic that is timely, important, or top-of-mind for the industry.
 - a. Write about a technical topic related to your session that you are passionate about and feel confident addressing. Having a peer review the content for accuracy is a good idea but not required. Here are some questions to help get you started:
 1. Which topic(s) on the program/in your session are most exciting to you and why?
 2. What is the background of the development of this approach?
 3. Why do people need to know about it?
 4. How can people implement this?
 5. What other resources can people refer to learn more about the topic?
 6. Is it a proven technique or an innovation?
 7. What are the consequences of not implement the approaches/technology?
 8. What are the challenges involved?
 - b. Only use acronyms that are common knowledge, if an acronym is not common knowledge, please spell it out.
 - c. You don't need to be a marketer – just speak from your own voice, discussing the issue.
 - d. Examples of top performing blogs are listed below.
2. The blog should be at least 700 words for it to be picked up in Google searches
 - a. ISPE can add a few promotional sentences to promote the overall conference to your draft.
 - b. Please make sure your information is correct in your ISPE My Account Profile so your byline will display correctly on the blog post. Here is the link to review your ISPE Profile - <https://ispe.org/user>.
 - c. Please make sure we have a current photo on file since this will be displayed next to your blog post byline.
3. Publishing
 - a. Send your draft to your Continuing Education Program Manager, who will work with our Digital Content team to refine it as needed.
 - b. If we recommend any substantial changes, we will send it to you for approval before publishing.
 - c. The blog will be posted to [iSPEAK](#) – we will send you the direct link when it's available so you and your session speakers can share it.

- <https://ispe.org/pharmaceutical-engineering/ispeak/continued-process-verification-3rd-stage-fda-process-validation>
- <https://ispe.org/pharmaceutical-engineering/ispeak/pharma-40-new-frontier-pharma-industry>
- <https://ispe.org/pharmaceutical-engineering/ispeak/eu-clinical-trials-application-process>