

Community Blog

The Community Blog provides a platform for executives to share relevant content. The goal is to share in-depth insights, practical knowledge, and the latest developments.

Content Requirements

The following types of content are accepted:

- Professional publications
- White papers
- Current, relevant articles on business and management

Contributions must offer clear value to executives. Purely promotional content or self-promotion will not be considered.

Formal Requirements

Submission in Word format (.docx)

Language: German or English

Title: maximum 75 characters (including spaces)

Lead (introduction): maximum 400 characters (including spaces)

Main text: clearly structured, concise, and easy to read

Images

Each article must include at least one appropriate image. Images must be provided as image files (JPEG or PNG). All rights to use the images must be fully clarified; responsibility lies with the submitter.

Author Information

Please provide the following information:

- Name
- Company
- Position
- Optional: Contact information or LinkedIn profile

This information will be published below the text.

Editing & Publication

All articles are reviewed by our editorial team prior to publication. We reserve the right to make adjustments or reject articles if they do not meet our content and quality requirements.

Authors bear full responsibility for the content of their articles.

Submissions should be sent to marketing@rochester-bern.ch. We will notify you as soon as the article is published. You are free to share the blog posts on social media.