



# Accelerate Scholarship | Writing Guidelines

Thank you for entering the Accelerate Scholarship.

As part of the competition, you'll need to submit a literature review or essay on the topics outlined here: <https://www.tradefinanceglobal.com/education/accelerate/accelerate-2022/portal/>

## Audience and Topics

You'll be writing for the following audience / readership for the judging panel:

1. Business / economics editors / journalists
2. Experts and professors in trade and economics
3. Professionals in the trade, commodity and debt space

Trade Finance Global (TFG) are thought leaders in trade and structured debt finance and you'll be helping us on our journey to increase people's understanding of the market.

## What we're looking for

- Successful essays or literature reviews will have focus and depth.
- We would prefer 'deep' sector specific focus rather than broader coverage on lots of topics.
- All articles must have images, graphs, diagrams, or videos.
- As with any dissertation or report, all points should be supported by plausible research and credible references.
- The most successful articles on TFG tend to be structured with headings and subheadings, supplemented with lists or bullet points, to make them easy to digest.



*Don't forget your name and bio at the end of the post.* Your bio may be 2-3 short sentences and shouldn't be overly promotional. This bio automatically appears at the bottom of your articles. If you have one, include your LinkedIn profile link and any social media handles.

## Length

Articles must be a minimum of 800 words, although the ideal length is 1,000 words.

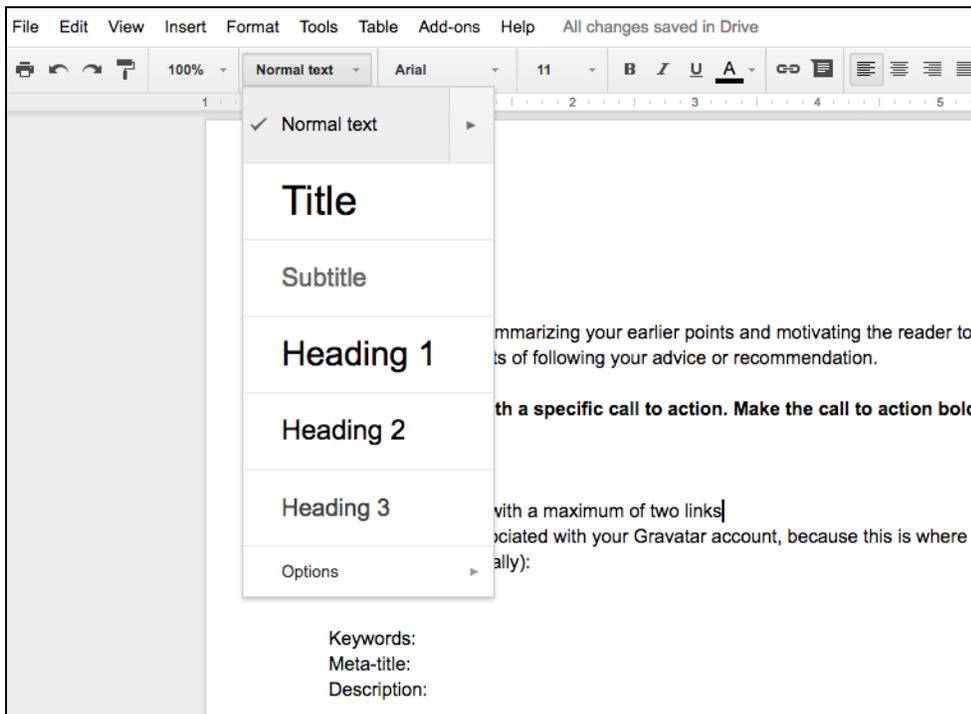
## Quality

Articles that do not meet the quality or topic relevancy standards will not be considered for publication.

Don't plagiarise content - we check this! All content should be original.

## Format of your submission

Use the Google Doc template that we will send to you. To make it easier for us to upload your blog, you need to format the document with Google Doc's Styles. Here's how:





Subheads should have the Heading 2 style.

Divisions within subheads (sub-subheads) should have the Heading 3 style.

## Additional Formatting

### Formatting requirements

We use UK-style punctuation and spelling.

### Structure

We generally look for a compelling introduction, a few paragraphs for discussion and possibly a few bullet points / tips / facts, followed by a strong conclusion.

Our preference is short paragraphs for easier online reading. In most cases, your paragraphs should not exceed six lines of text.

### Images

The blog width is 800 pixels. Please include at least one image, if you can't find one, we will.

For any image other than a screenshot, you should give it a source. Use images licensed with Creative Commons. Then credit the creator in the manner they specify or type "Source" and link it to your source. Do this under each image.

### Embed a video

Put the URL embed code on a separate line of your document if you wish to embed one.

### Links

- You may add up to 4 links in an article
- You can reference as much as you like