
VOCATIONAL EDUCATION EXCHANGE

Guest Article

Submission Guidance

VOCATIONAL EDUCATION EXCHANGE

GUEST ARTICLE SUBMISSION GUIDE

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1. About Vocational Education Exchange

Vocational Education Exchange is a monthly online Magazine aimed at Teachers, Leaders and Lecturers in vocational education based initially in the Western Balkans but hoping to expand to other countries in the future.

With over 60% youth unemployment in the region (the highest in the world) our aims are to:

- Build knowledge and connections through using our unique position to promote employability amongst young people.
- Develop new approaches to education leadership and teaching and learning.
- Support innovation and quality improvement and promote the benefits of international collaboration.

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2. Article Submission request

Vocational Education Exchange invites institutions to submit articles that support the aim of sharing UK knowledge, skills and materials regarding vocational education with teachers in the Western Balkans

3. How will this benefit my institution?

Vocational Education Exchange is initially available in six countries within Western Balkans.

Articles will be promoted via British Council Facebook and Twitter pages and any other social media opportunities, with the potential to be shared across British Council media channels with a cumulative reach of millions worldwide. We feel this is a great opportunity for institutions to expand their international reach, contribute to the development of knowledge and skills in other countries, and build potential to create partnerships in the future.

Contributors' names will appear on the article alongside a photograph (if provided), institution logo and a short bio highlighting their expertise. We will also provide a short by-line regarding the institution with links to their relevant works/websites.

4. Content Submission

Please send your written profile to calum.esmonde@britishcouncil.org together with:

- A short (50-word) biographies of contributors
- Profile-style picture of contributors
- Any other pictures to illustrate the articles (see copyright guidance below)

5. Style Guidance (Audience)

These articles will be read by teachers, leaders and practitioners of vocational education in the Western Balkans, but could also be read by those around the world in the future.

- **Age:** Readers are likely to be 21 - 65 year old educators in schools, colleges and universities, or working in the skills sector in some capacity, and heavily invested in Vocational Education
- **Language:** Readers may not speak English as their first language.

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IMPORTANT NOTE: All content will be published in English and most (if not all) content will be translated to local language as well.

- **Experience:** Readers will have a strong interest in Vocational Education and the Skills sector but could be working directly with students, looking to start working with students, or be at a policy level.

6. Content Guidance

Whether you're creating or submitting an article, video or presentation, here is some simple guidance to give your content the best chance of engaging with our audience:

Article

- We recommend written articles have a word count less than 750 words. Longer articles may be edited (This does not apply to reports or additional materials that may support the article)
- Make your article punchy and personal; tell a story, break up the paragraphs, think about the message and theme you want to get across.
- Please use plain English, avoid jargon and write in fluid prose. Write as if you are having a conversation and avoid corporate-speak where possible.

Video

- **Video length should ideally be 2-3 minutes.** If your video is longer we may need to edit or separate it into smaller sections.
- Videos should be 'human', authentic and accessible. We should feel as if the subjects are talking to us directly, as equals.
- Wherever possible, film real-life scenarios and avoid scripted, setup situations.
- The language in our videos must be accessible and direct. It should not feel formal, corporate or long-winded.
- Remember that people can't read and listen to someone at the same time, so avoid the use of text or graphics whilst someone is speaking
- Most cameras and phones will be acceptable for recording – try to avoid camera movement if filming static scene. Please use an external microphone where possible, for the best quality audio.

Presentations

- Presentations again must be short, and language should be accessible and direct.
- If you wish to record audio over your presentation, please speak slowly and clearly and aim to not overcomplicate the onscreen image

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NOTE: Please contact us for further advice and assistance with any technical questions regarding videos/presentations/audio. We will accept uncut video and assist in the editing process if needed.

Other types of content:

We accept podcasts, webinars, classroom materials, Infographics, etc. The more varied the content the better. All we ask is that the content shares the goals of Vocational Education Exchange as stated and suitable to be engaged with globally.

7. Editorial and publishing

Should your content be published please be aware we may need to edit for length, style or brand reasons. We will check final copy with you before publishing. In addition, there is no direct obligation for us to use your content for any one issue, and we reserve the right to move some/all of your content to a later issue should it be more appropriate.

Please note: While we welcome case studies and examples representative of the overall aims of the project, and relevant to a wide group of practitioners, we cannot publish articles that overtly market your institution over another.

8. Your submission and Rights Permission

Your content could be submitted as original content created specifically for use on our digital channels, or could be previously created content for other purposes, that you are allowing us to use across our digital channels.

In either event, you need to ensure you have permission to submit the content to the British Council including all the material featured in your content if it was not created by you. If any people or text, photos, music or videos from other people feature in your content, you also need to confirm you have their permission.

Your content permission (Article, video, image or presentation)

To ensure the British Council can publish your content, please complete the Rights Permission form. This form needs to be read carefully as you will be confirming that the content is original and you have the right to grant copyright permission to the British Council.

If your content features other peoples work e.g. photos, music and video clips it is your responsibility to obtain permission from the copyright holders so your content will not infringe on any third party rights.

Consent forms will be provided on the agreement of content to be published

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When people feature in your images/videos

If there are people present in your submitted images/videos then they need to sign the British Council Image/Video Consent Form to ensure they are happy for the British Council to use their image. If your content features children under 18 years of age then the parent or guardian will need to sign the consent form.

Video/image consent forms will be provided on the agreement of content to be published

You are advised to keep a copy of all Your Content because the British Council cannot guarantee to return a copy of Your Content to you at any time.

Additional Information

Contributor's photographs, institutional Logos and biographies to accompany your will content require permission from the relevant rights owners, and you will need to confirm that the British Council has permission to use it.

The British Council reserves the right to remove any of Your Content from British Council Digital Services if we believe that it does not comply with the content submission guidelines stated in the British council [Terms of Use](#).

Contact: VEE@britishcouncil.org with any questions