guidelines

Welcome to the **Drucker Forum series, 'shape the debate'.** The series constitutes an essential preparation for the annual Peter Drucker Forum. In advance of the conference, it aims to widen and enrich the debate by opening it up to a broad range of participants and observers as well as platform speakers.

To that end, we invite suggestions for contributions and comments relating to the annual conference theme – in 2019, 'The power of business ecosystems'.

General guidelines:

- Tell us what you're doing. Email editorial@druckersociety.eu with the topic, provisional title and anticipated delivery date of your post
- Keep it focused. When you come to write, use as your starting point the Introduction to the 2019 Drucker Forum, along with the starter articles by Richard Straub in HBR and EFMD magazine. Make it clear what aspect you are addressing
- Keep it short. Articles should be direct and to the point, no more than 500 words in length. Include graphics if they help to make a point. Use hyperlinks, not notes or references
- Identify yourself. Include a one- or two-line bio at the end of your article. But please note: no self-promotion or advertising
- What we do. If accepted, posts will be provided with a headline and illustration and published on the Drucker Forum Blog and promoted on social media (LinkedIn, Twitter, Instagram and Facebook)
- Promote it yourself. Use the hashtags #GPDF19 and #ecosystems to make your post searchable and promote it on your own social networks.
- All posts will be moderated. There is no guarantee that all posts received will be published, or when

More and detailed information.

So get writing, shape the debate!
Comment on the Blog. Let us bring it to life.