

CXPA EUROPE NEWSLETTER

Contributor Guidelines for Curators and Authors

Two simple ways to contribute

Curate: recommend a useful article, research item, LinkedIn post, podcast, webinar or case example and explain why it matters.

Author: write a short original article, reflection, case example or practical commentary for CXPA Europe readers.

Deadline: 10th day of each month

1. We need your help to make the CXPA Europe Newsletter even more relevant!

CXPA Europe is strongest when members across the region help surface the issues, examples, ideas and evidence that matter in their own markets. A regionally relevant newsletter helps CX professionals see how customer experience work is evolving across Europe — across countries, languages, sectors, cultures and levels of CX maturity.

Contributing is intentionally simple. You do not need to be a professional writer, and you do not need to produce a full article every month. A helpful contribution might be as small as sharing a strong link with two or three sentences about why it matters, or as substantial as writing a short article that offers practical guidance to other CX professionals.

The goal is not promotion. The goal is to help CXPA members discover useful, credible and regionally meaningful perspectives that advance CX practice.

2. What we're looking for

Strong contributions should be practical, credible, educational and useful to CX professionals in Europe. They should have a clear regional lens — not just a general CX article with a European location added. Where relevant, connect your idea to the CXPA CX Framework. [View the CXPA CX Framework](#).

Potential content angles and ideas

- **Country or market perspective:** How CX practices differ across countries, cultures, languages, customer expectations or regulatory environments.
- **Practical practitioner lessons:** What worked, what did not, and what other CX professionals can learn from a real initiative.
- **Member/community spotlight:** A short profile, interview, event recap or “what I learned” piece that shares insight from a CXPA community conversation.
- **Evidence and research:** New data, academic research, reputable industry reports or public-sector findings that help CX professionals make better decisions.
- **Business impact:** Examples of how CX connects to growth, retention, cost-to-serve, trust, risk, productivity or executive priorities.
- **AI and emerging technology:** Responsible use of AI, automation, conversational intelligence, journey orchestration, analytics or human + AI experience design.
- **CX Tools and Techniques:** Foundational concepts or new developments around measurement and insight, design and implementation, culture, accountability and capability.

Good content usually answers these questions

- Why should CX professionals in Europe care about this now?

- What is the practical takeaway for someone leading, supporting or influencing CX work?
- What evidence, example or lived experience supports the point?
- How does the piece help advance CX as a credible professional discipline?

3. Author guidelines

Use these guidelines when preparing an original article or adapting existing work for the CXPA Europe Newsletter.

Style and voice

- Write in a clear, conversational and professional voice for a global audience.
- Use plain language. Explain country-specific terms, legislation, acronyms or context that readers outside your market may not know.
- Be practical and balanced. Share what others can learn, not just what happened.
- Use respectful, inclusive language. Avoid stereotypes or unsupported generalizations about countries, cultures, organizations or groups.
- Avoid sales language. It is fine to name an organization when necessary for context, but the article should remain useful if company and product names are removed.
- *Tip: You may write in the language of your choice, provided that you also submit an English translation so that we may include access to both.*

Recommended article structure

- Length: Aim for 500–800 words. Longer pieces up to about 1,000 words may be appropriate when the topic warrants it.
- Title: Use a clear, reader-centered title that signals the CX issue or takeaway.
- Opening: Start with why the topic matters now for CX professionals in Europe.
- Body: Use short sections, descriptive subheadings, bullets or numbered lists when they improve scanability.
- Evidence: Cite sources for facts, statistics, quotations, research or claims about trends.
- Close: End with practical implications, questions, lessons or actions readers can consider.
- *Tip: Feel free to also provide chart, tables or picture to add visual interest. Always be sure that you have rights for CXPA to publish the content you provide.*

Links and sources

Use links to help readers verify, explore or apply the idea. Prefer direct links to original sources and meaningful link text, not “click here.” Recommended reference links include:

- [CXPA CX Framework](#)
- [CXPA CX Book of Knowledge](#)
- [What is CX?](#)

Originality, repurposing and AI use

- New or Reshared personal content. Original, previously unpublished work is encouraged, but you may also share or adapt a LinkedIn article, presentation, or blog post that you have previously shared.
- AI tools may assist with brainstorming, organization or readability. The contributor remains responsible for accuracy, originality, judgment, fact-checking and removing confidential, proprietary or personally identifiable information.

Submission and review

- Send drafts or curated recommendations to Gabe Smith, CCXP, at gabe@cxpaglobal.org, with a copy to your regional council chair.
- For consideration in a monthly newsletter, submit by the 10th of the month. You may also send an idea before developing a full submission.

- Include your name, professional title, organization, country or region, short bio, preferred LinkedIn profile link, and electronic headshot if available.
- Disclose any financial, employment, prior-publication or personal connection relevant to the content.
- CXPA and designated reviewers may edit for clarity, length, grammar, accessibility and consistency while aiming to preserve the contributor's voice and intent.
- Publication decisions may reflect fit, accuracy, usefulness, tone, regional relevance, balance, space, timing and duplication with other planned content.

Do's and don'ts

Do	Don't
Make the regional relevance clear and substantive.	Use the article as a sales pitch, product announcement or lead-generation tool.
Offer practical implications for CX professionals.	Submit broad opinion without a clear reader takeaway.
Use credible sources and cite facts, statistics and quotes.	Make unsupported claims or overstate evidence.
Write in plain, inclusive language for a global audience.	Use unexplained acronyms, local jargon or stereotypes.
Use short paragraphs, headings and bullets for scanability.	Submit dense, unstructured text.
Keep AI-assisted writing accurate, reviewed and grounded in your own judgment.	Let AI replace your expertise or include confidential or personal information.

Before you submit

- ☐ Does this give a CX professional something useful to understand, consider or apply?
- ☐ Is the connection to Europe, a European country or a specific market clear?
- ☐ Is the piece educational rather than promotional?
- ☐ Are key claims supported by credible sources or clearly framed as your own experience?