



ANOTHER DELICIOUS RECIPE FROM THE BOOK COOKS

Bridging the Culture Gap

Serves: readers of Dial magazine, employees of Expotel, April 2004

Requirements: one publication that requires stories appropriate to travel and hotel industry

Ingredients

- 1 x inside knowledge of business travel
- 1 x inspirational message
- 1 x tablespoonful of useful information for anyone thinking of travelling overseas for business
- 1 x quote from expert in intercultural business, whom I had heard speak at a conference and made a note of her words.
- 1 x quote from expert in cross cultural careers, who is already in my circle of contacts
- 1 x quote from author of book on international business, taken from book
- Large sprinkling of knowledge gained from reading about the subject
- 6 x additional resources for further reading
- 1 x introductory opening paragraph with contemporary hook

Method

- 1 Personal experience indicates that this topic would be of value to Dial magazine.
- 2 Pitch article idea to the editor of Dial. She agrees.
- 3 Plan article content based on information already to hand.
- 4 Write first draft of article based on existing knowledge and information.
- 5 Source useful books in order to gain additional information and add to mix.
- 6 Interview expert by email, carefully directing him towards the kind of quote I need. Add to mix.
- 7 Craft attractive opening paragraph, title and leader.
- 8 Ensure article has added value with extra resources.
- 9 Complete article.
- 10 Craft final paragraph that returns to the content of the opening paragraph to allow for perfect presentation.
- 11 Re-read article to check it flows correctly and to cut or add information as appropriate. Ensure word count is as expected. Spell check.
- 12 Submit article by agreed deadline.