

EURAM – Dialogue with Practitioners program

Meet the editors meeting – The Conversation Europe – 09 March 2026

Dialogue with Practitioners program

Point of contact

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Meet the editors – The Conversation Europe



Agenda for the meeting

- **Presentation of EURAM's Dialogue with Practitioners program**
- **Presentation of The Conversation Europe**
- **Review and editorial process**
- **Overview of EURAM's publications until Feb. 2026**
- **Guidelines and tips for authors**

- *eMail:*
theconversation@euram.academy

**THE
CONVER
SATION**

EURAM's Meet the editors meeting The Conversation Europe

EURAM's strategic motivation for the program

EURAM's strategic motivation for the Dialogue with Practitioners program

- **Improve the impact of research on practitioners and policy-makers (mediated by journalists who support the dissemination of research results and improve the understanding by non-specialists)**
- **Offer a service to EURAM members (as part of their membership) to promote their visibility and expertise outside the academic world**
- **Improve the understanding of “impact” thanks to the monitoring of readership and engagement**

EURAM's Meet the editors meeting The Conversation Europe

Presentation of The Conversation Europe

What is The Conversation Europe?

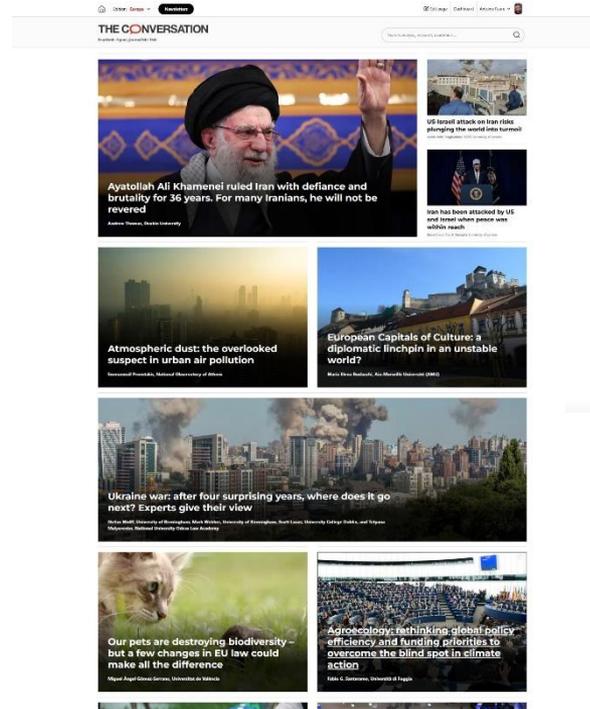
“Sharing knowledge that informs decisions.”

THE
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European
Academy of
Management
EURAM

- A free, online, general news media
- Collaborative: researchers work with journalists
- Analysis and research-based content on current affairs (no opinion, no position paper)
- Content published under Creative Commons licence
- Independent, free, and ad-free
- Non-profit organization

European Academy of Management
EURAM



View in browser Europe Edition | 30 February 2025



US tariffs of 25% on imported steel and aluminium are due to begin in mid-March, and Washington is planning country-specific “reciprocal” tariffs that could further hit Europe. President Donald Trump has criticised the EU for what he describes as a stark trade deficit, but what does the data say? Trump’s complaints don’t account for US exports in services to the bloc, as Waya Quiviger, a professor of global governance at IE University in Spain, explains. But there are meaningful differences in automobile tariffs that help keep US-made Fords and Chevys off European roads, as well as health and heritage regulations that can hinder US food exports – part of the beef is in the beef.



The Conversation global network

THE
CONVER
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European
Academy of
Management

EURAM

- **Founded in Australia in 2011**
- **United-Kingdom, since 2013**
- **USA, since 2014**
- **Africa, since 2015**
- **France, since 2015**
- **Canada, since 2017**
- **Indonesia, since 2017**
- **Spain, since 2018**
- **Brazil, since 2023**
- **Europe, supported by TC UK, France and Spain**



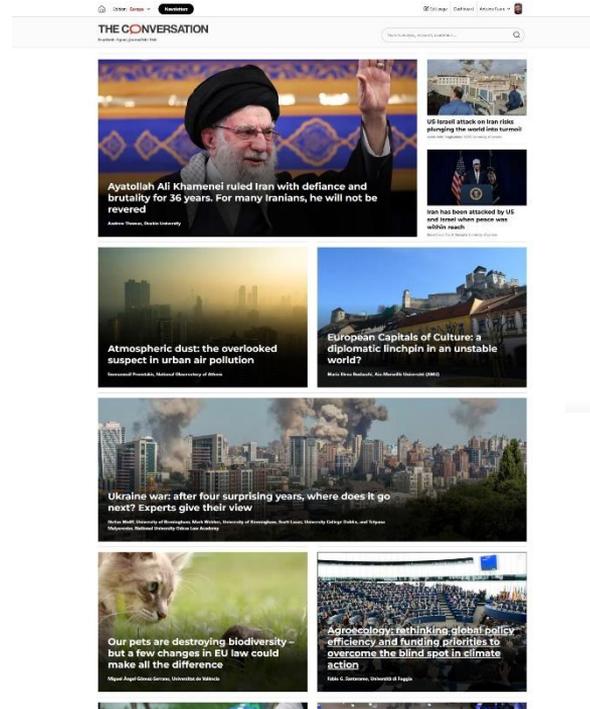
The Conversation Europe: a platform for European scholars

THE
CONVER
SATION

European
Academy of
Management
EURAM

- European audience
- Special edition supported by The Conversation France, The Conversation Spain, and The Conversation UK
- **Free, weekly European newsletter in English**
- **Focus on European topics (politics, society, economy, science, culture) and new research from the continent**
- National cross-over news with a European context

**European Academy of Management
EURAM**



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The Conversation Europe: a platform for European scholars

THE
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- Special edition supported by The Conversation France, The Conversation Spain, and The Conversation UK
- Free, weekly European newsletter in English
- Focus on European topics (politics, society, economy, science, culture) and new research from the continent
- National cross-over news with a European context

Objectives and goals for The Conversation Europe:

- **Enrich the information landscape,**
by offering analytical and contextual content grounded in scientific expertise while remaining accessible to the general public
- **Provide reliable expertise**
to illuminate current debates, drawing on research, and giving academic research a central role
- **Disseminate knowledge to the widest possible audience**
by republishing content via other media.
All articles are published under a CC licence and available for republication by other local, national, and international media

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The partnership between EURAM and The Conversation Europe has a three-fold motivation:

- **Promote research contributions by EURAM members,** and make it available for journalists, policy-makers, C-level execs
- **Improve the societal impact of research** developed by EURAM members
- **Promote the visibility and expertise of EURAM members** outside the academic world

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Key figures:

- **45% of the audience is between 18y and 34y old**
- **Between 0.8 and 1.5 million users per month since 2023**
- Ireland, Germany, Belgium, the Netherlands, Belgium, Sweden, and Italy account for 50% of all users, Not all users are from Europe
- **Over 47,000 subscribers**
- **High engagement (greatest open rate 49%)**
- **33% of readers subscribe only to TC Europe's weekly newsletter, and no other TC newsletter**
- **50% of readers also subscribe to at least one of TC Spain, France, or UK daily newsletter**

EURAM's Meet the editors meeting The Conversation Europe

Review and editorial process

Review and editorial process 1/5

Suggest a 300w long
“pitch” to EURAM,
with a description of your
article AND the academic
references underlying
your article submission

REVIEW PROCESS

JOURNALISTIC
SUPPORT

VALORIZATION

theconversation@euram.academy

Review and editorial process 2/5

Suggest a 300w long “pitch” to EURAM, with a description of your article AND the academic references underlying your article submission

REVIEW PROCESS

JOURNALISTIC SUPPORT

VALORIZATION

1

2

3

- Review process operated by EURAM:
- Quality of the article from a research perspective, nature of the references...
 - Quality of the authors: At least ONE of the co-authors MUST be an active member of EURAM (annual fees)

If validated by EURAM, then transfer to TC Europe to validate the relevance of the pitch and set up the publication horizon

Joint decision by EURAM and TC Europe

theconversation@euram.academy

Review and editorial process 3/5

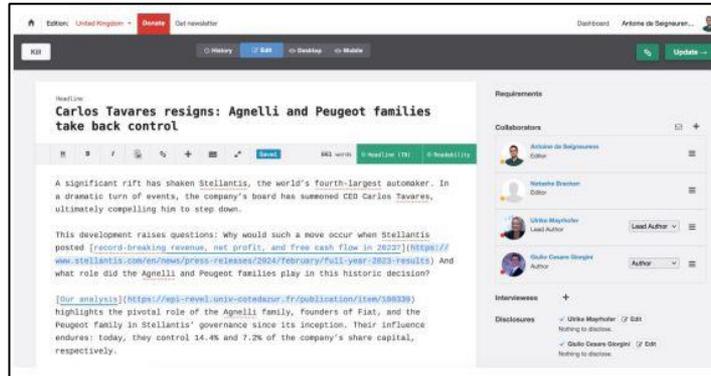
Suggest a 300w long “pitch” to EURAM, with a description of your article AND the academic references underlying your article submission

REVIEW PROCESS

If validated, develop your article [7,000/8,000 characters, 1,000/1,1000 words], and send it for final development.

JOURNALISTIC
SUPPORT

VALORIZATION



- Work collaboratively with the journalist in The Conversation collaborative platform to adapt your text (structure, phrasing) for a general audience.
- TC Europe helps to edit the draft version of the article, and never publishes the final version on the website without the author's final validation.
- *Authors are in particular responsible for the consistence with the purpose and the potential for generalization explained in their ACADEMIC article/ publication.*

Review and editorial process 4/5

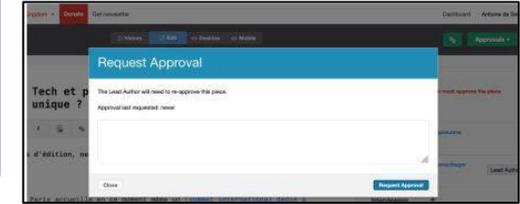
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REVIEW PROCESS

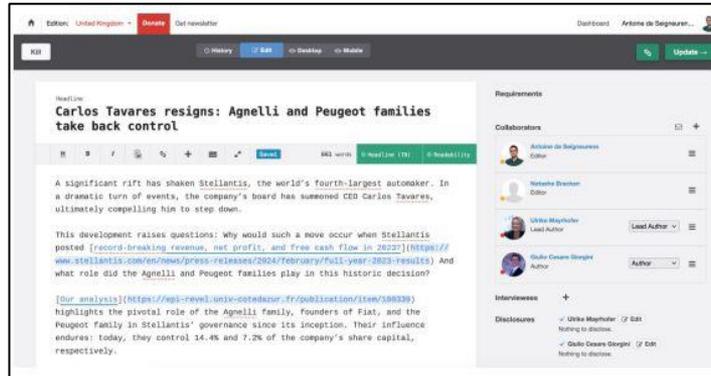
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JOURNALISTIC SUPPORT

Approve the final version of your article before Publication



VALORIZATION



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Review and editorial process 5/5

Suggest a 300w long "pitch" to EURAM, with a description of your article AND the academic references underlying your article submission

REVIEW PROCESS

If validated, develop your article [7,000/8,000 characters, 1,000/1,1000 words], and send it for final development.

JOURNALISTIC SUPPORT

Approve the final version of your article before Publication

Publication

Follow your audience on your dashboard at TC EU website. Share your article with your network and via social media. Share your impact with us.

VALORIZATION

Qu'est-il arrivé après avoir écrit pour The Conversation ?

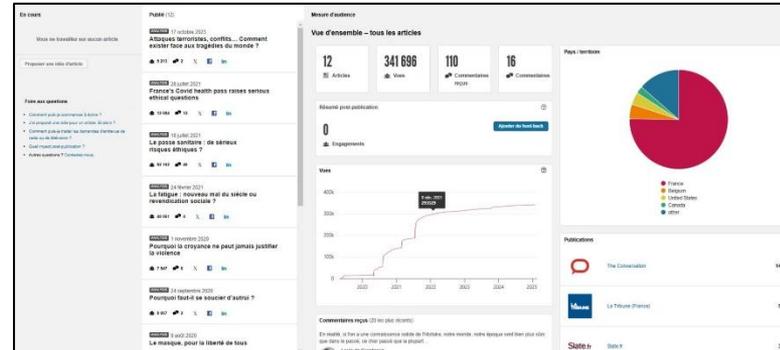
Pour quel article ?
Choisissez l'article de votre article

Quel type d'acteur ou de contacts ?

- Médias (presse écrite papier ou en ligne, radio, télévision, blog, etc)
- Citoyens ou industriels
- Acteurs politiques (gouvernements, parlementaires, think tanks...)
- ONG, fondations, partis politiques, syndicats
- Autres chercheurs / universités / laboratoires
- Etudiants
- Le grand public (interventions, conférences...)

Préciser le nom de la (des) organisation(s)

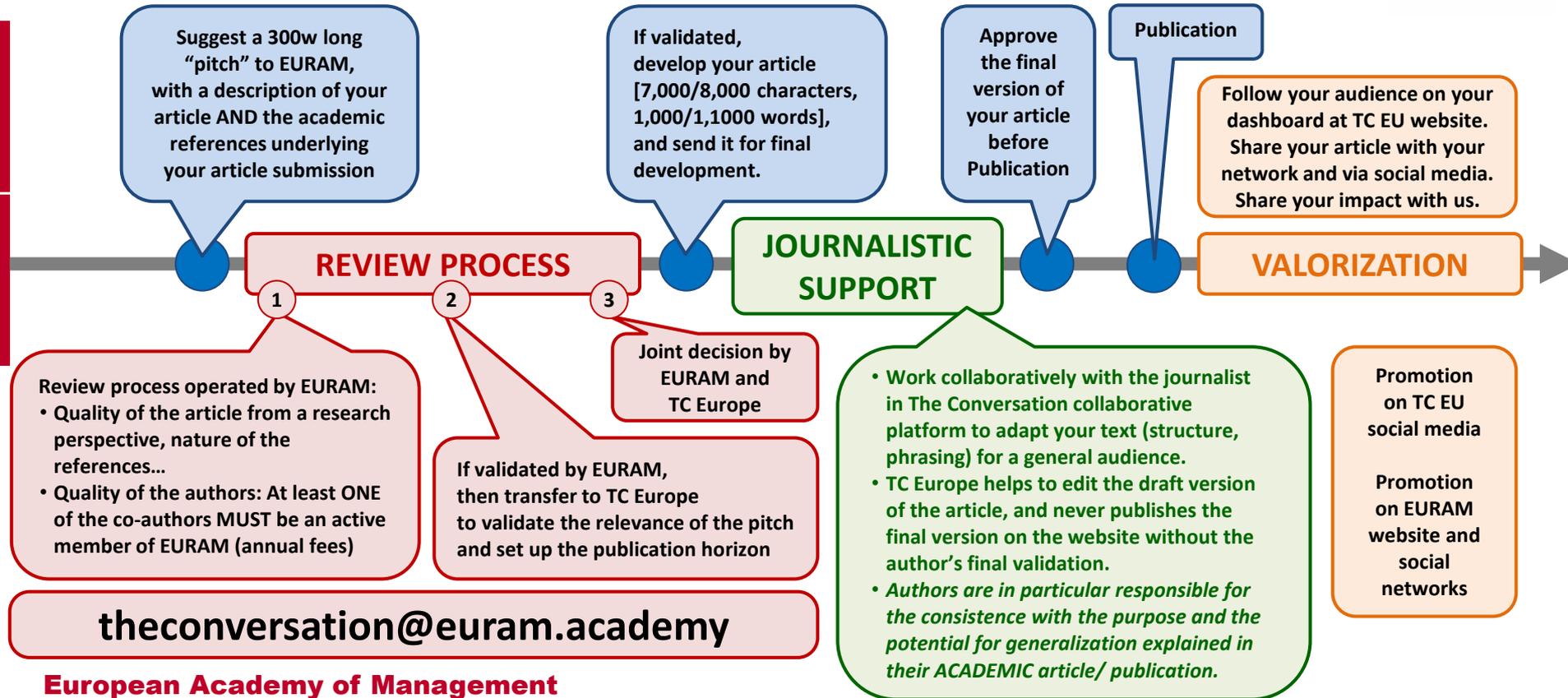
Quel a été le résultat pour vous, pour votre institution? (exemples : participation à une émission de TV ; début de collaboration ; rapport d'état, un projet de loi ; mention de l'article dans une demande de financement de travaux de recherche...)



Promotion on TC EU social media

Promotion on EURAM website and social networks

Review and editorial process: global view

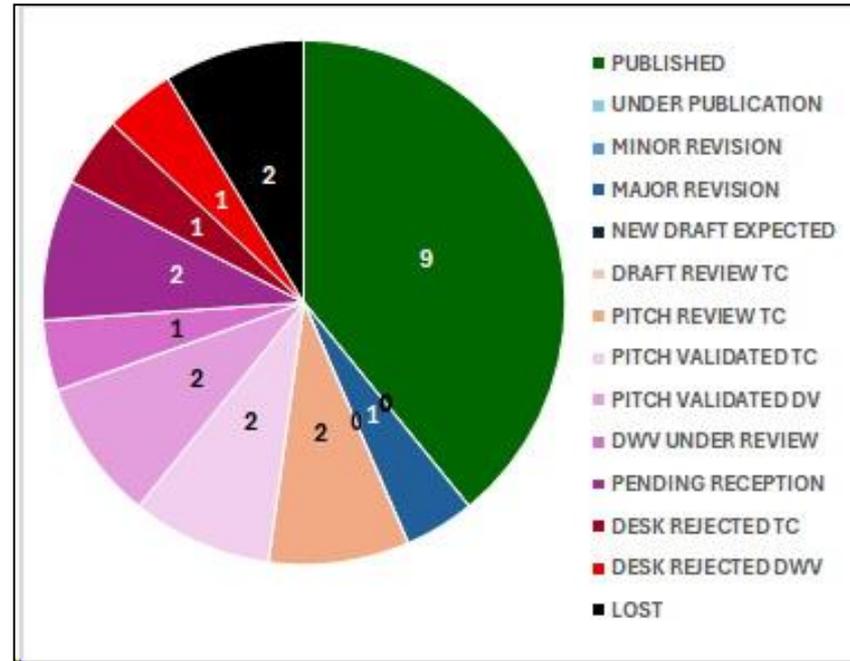


EURAM's Meet the editors meeting The Conversation Europe

EURAM's publications until Feb. 2026

Overview of EURAM's publications in TC Europe so far...

- Contract between EURAM and TC EU signed in Sept. 2024.
- **As of 28-FEB-2026,**
2 articles desk-rejected
9 articles published by 15 authors
- 5+ articles under review and development; 5+ articles under discussion with our members
- **66,000+ (cumulated) readers monitored by TC EU**
- 1 article with more than 27,000 readers (B4S)

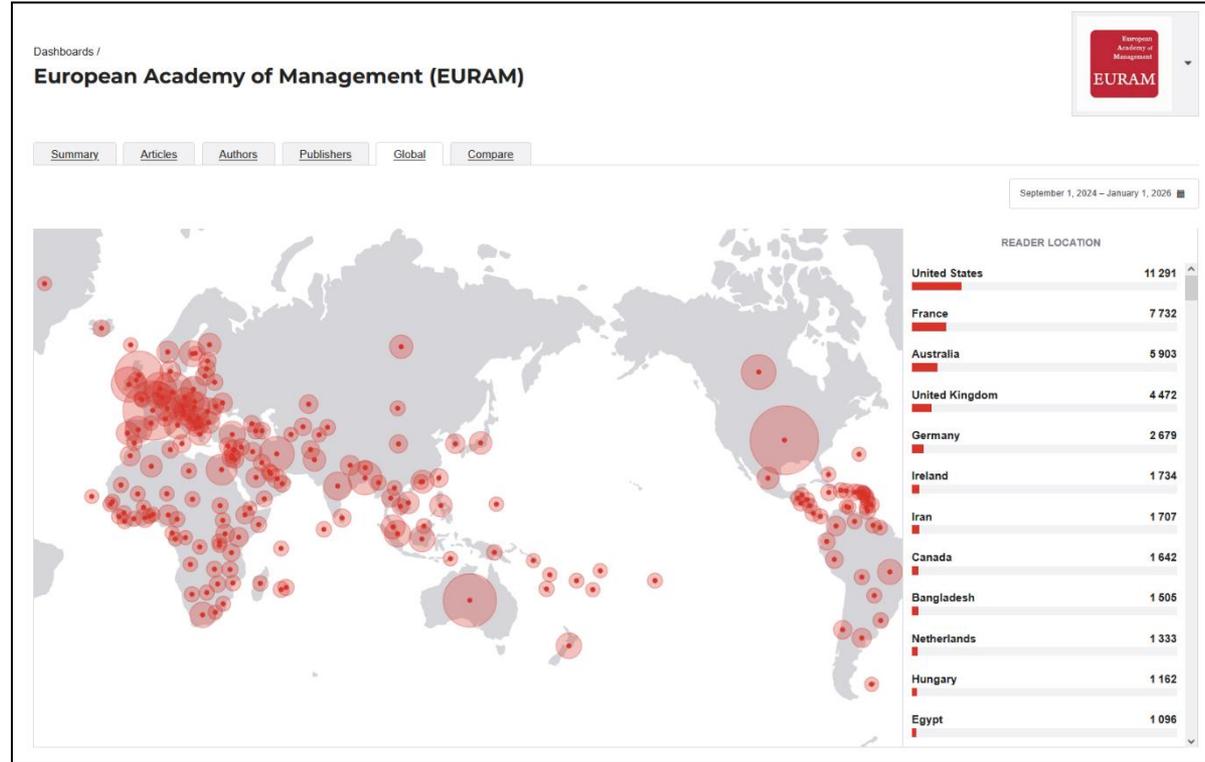


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Audience of EURAM's publications in TC Europe



EURAM's Meet the editors meeting The Conversation Europe

Guidelines and tips for authors

Benefits for publication in TC Europe for EURAM members



- **Visibility** and audience
- Invitations as **keynote speaker and expert**
- Engagement with practitioners, including direct discussions for **research projects** commissioned by companies and institutions (exploratory projects, action research, etc.)
- Explicit **monitoring of impact** and readership supported by The Conversation Europe thanks for the individual dashboard

Publications in TC Europe with double affiliation (EURAM + an affiliated business school)

If the author who submits an article as part of EURAM program with The Conversation EUROPE has a position in an institution already contracted with another organization (website) of The Conversation network, *the metrics related to this article will be consolidated in both dashboards, and will benefit both institutions.*

Illustration: When David W. Versailles publishes a paper in The Conversation France thanks to the contract between TC FRA and Paris School of Business, the metrics of this article only benefit PSB. *When David W Versailles publishes a paper in The Conversation Europe thanks to the contract between EURAM and TC EU, the metrics of the paper are automatically consolidated both in PSB and EURAM's monitoring dashboards.*

Guidelines for authors: Eligibility, aims and scope

- The service is offered free of charge to any active member of EURAM
- At least one of the co-authors must be an active member (with up-to-date membership either in year n or year n-1 (e.g., Florence or Kristiansand))
- Papers must only elaborate on research results (published either in an academic book, a peer-reviewed journal, or a peer-reviewed research report)
- No geographic preference for authors and topics, but focus on Europe-wide relevance
- No position paper accepted

Guidelines for authors: tips before you get started

- **Publish on your subjects of expertise:**
no room for opinion and no space for the ideology or for partisan views
- **Think about what could be of interest for a large European readership**
- **Do not try to propose an exhaustive presentation of your research:**
Focus on one important point
- **Explain scientific concepts with a few simple words**
(You do not discuss with academics. You interact with journalists, policy-makers, practitioners.)
(You can add hyperlinks for further explanation.)
- **Use well-known terms and examples**

- *If you have never written articles for a general audience, do not be afraid:*
The Conversation journalists are there to help you!!!

Guidelines for authors: submissions and development

- **Pitch or abstract = 350 words**
(supported by references published by the author(s) on the same topic)
- **1st draft = 800 to 1,200 words**
(with suggestions for illustrations, or eventual figures/ diagrams)
- **Final draft after editing: 1,000 to 1,500 words**

- ***One single point of contact:***
theconversation@euram.academy

EURAM's Meet the editors meeting The Conversation Europe

Point of contact

A single point of contact

All submissions must be sent to the email address
theconversation@euram.academy

Points of contact

- **Prof. Dr. David W. VERSAILLES**
EURAM VP – Dialogue with Practitioners
Paris School of Business (newPIC chair)
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- *Links:*
TC Europe: **www.theconversation.com/europe**
EURAM: **https://euram.academy/euram?service=info&p=hq_TheConversation**



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