



ICPIC2021

INTERNATIONAL CONFERENCE ON
PREVENTION & INFECTION CONTROL

Geneva 

14-17 September 2021

E-NEWSLETTER GUIDELINES

All information listed below is to be submitted to john.lawlor@mci-group.com

- ✓ Your e-newsletter must be submitted either in HTML format or as an image file. **We strongly recommend preparing the e-newsletter in HTML to maximize its success.**
- ✓ **Please confirm your preferred date of sending by Friday 6 August 2021.** We recommend sending e-newsletters on the final days leading up to the event, between 6 & 10 September 2021.
- ✓ The deadline to submit your e-newsletter file is **one week prior the date of sending.**
- ✓ Please make sure to provide us with the subject line of the e-newsletter. **Recommended length: less than 50 characters.**

HTML REQUIREMENTS

Safe to use	Use with caution	Do not use
<ul style="list-style-type: none">✓ static, table-based layouts✓ HTML tables and nested tables✓ template width of 600px-800px✓ simple, inline CSS✓ web safe fonts	<ul style="list-style-type: none">• background images• custom web fonts• wide layouts• image maps• embedded CSS	<ul style="list-style-type: none">× JavaScript× <iframe>× Flash× embedded audio× embedded video× forms× <div> layering

IMAGE FILE REQUIREMENTS

Prepare a PNG or JPG image (800px x 1100px) width x height not more than 500kb (bear in mind that images only e-newsletters are more likely to arrive as spam)