



Five Flash Flashes will not be sent out more than once per week.

The format of a flash should be 50 words maximum in paragraph format which should contain a url for people to read more about the event or register.

Since everybody reads such emails quickly, we recommend the following format with bold, catchy and concise heading:

Our Top Talent - Find and encourage top local students entering the job market. Fredericton – November 6 - You don't have to have a job to offer...just an interest in providing top talent with an opportunity to pitch themselves. The event is free but you need to [register](#).

We also suggest you send us your Twitter handle (ex @WMI) so that we can tweet your “flash” and encourage you to retweet.

A flash should be either an event or an opportunity, such as programs and grants, for Atlantic Canada entrepreneurs/businesses.

Events of a purely social nature will not be published unless there is a spot left to fill.

Each event/opportunity, unless directly linked to WMI, will only be posted once

- Considered directly linked to WMI are: 21inc, NBBC, NB2026, Future NB, NBSPRN, Pond-Deshpande Centre, Launch 36, Planet Hatch, BioNB and NBITC.

The above (WMI and those organizations directly linked to WMI) will take precedent over other organizations should one publication be full for the week but will be published twice maximum.

Job postings or advertisements will never be posted.

“Flashes” are to be sent to nancy.blanchard@wallacemccaininstitute.com

We reserve the right to edit the submitted flashes and cannot guarantee that your flash will be posted but promise to do our best.