

MCKINSEY
GLOBAL
INSTITUTE

ESSAY
PRIZE

STYLE GUIDE

1. Entries must consist of max. 5,000 words in English (does not include the title and sources). They should have a maximum of 3-5 exhibits or tables.
2. Style and language should be targeted at a broad readership, avoiding unnecessary technicalities and jargon.
3. Entries should begin with a title page containing: the title of the essay, date of submission, word count, main contact author's name, address, phone number/email address, date of birth, list of further authors.
4. Entries should include an abstract of about 200—300 words on page 1
5. Entries should be in 12-point Times New Roman or an equivalent font with a one-inch margin on all sides of the page, double-spaced, using A4-sized paper.
6. Entries should be page numbered starting with page 1 of the essay, but not the title page; every subsequent page should carry the title and a page number, but NOT the author's name (to facilitate blind judging).
7. Entries must be attached as a PDF or Word document when submitted.
8. Any quotations or copyrighted material used must be identified properly.
9. References in footnote and in bibliography at the end preferred, in the following format, e.g.:
Abe, Shinzo, "Unleashing the power of 'womenomics,'" The Wall Street Journal, September 25, 2013.
10. Use of the European Commission's English Style Guide is recommended:
http://ec.europa.eu/translation/english/guidelines/documents/styleguide_english_dgt_en.pdf.

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