



First of all I would like to explain a little about me and the idea behind ifcmn.com, the IFCMN open publishing project.

My roots in the flooring industry stem back to 1976 in the sales department of Allied Carpets in the UK, an open book for learning about the industry and customer relations. More recently, surveying and planning, carpet design, project management and so on. Currently I am the founder of International Floor Covering Media News.

THE OPEN FLOORING PUBLICATION PROJECT



The concept of IFCMN 'International Floor Covering Media News' is to provide the flooring industry with a free to use open publishing platform for manufacturers and the industry's specialist authors. Our objective is to create and enhance awareness of and for the industry by the publication of news in all its forms.

FLOORING INDUSTRY NEWS

News may be *general flooring industry news, a flooring company's news, and news about flooring events, news about product updates, news about a product launch, technical advisory articles*, and so on. This is all published to news categories as defined by their geographic location. As an example an author in Europe would publish items to the IFCMN Europe category. But of course, if one wants to publish about flooring matters in another region, then this is easily achievable.

The current and long term economic situation dictates that floor covering manufacturers should look at ways of leveraging maximum benefit from their advertising budget. This is where IFCMN steps in; the industry's manufacturers can self-promote their business on a purpose built website, or have their PR/Marketing Agents do it directly for them.

The IFCMN news system will ping news and blog aggregators, and also 'Twitter' for viral marketing purposes.

IFCMN MEMBERSHIP OF THE MEDIA 'THE AUTHORS & COLUMNISTS'

Membership of the media is open to but not limited to the following:

- Floor covering manufacturers
- Floor preparation and accessories manufacturers
- PR and marketing companies representing the flooring industry
- Freelance flooring journalists
- Existing flooring publications in-house journalists
- Flooring experts 'as specialist writers'
- Experts from associated industries able to write flooring related technical articles
- Floor event's organizers

MEMBERSHIP BENEFITS

- Members can login to access the membership area to use the advanced online editor to type news or paste from Microsoft Word
- Can upload and insert images into their news item using the image tools available
- Each member will have their own image folder which is created automatically
- Can add their company details to the IFCMN link directory and to that add images and links to their YouTube promotional videos, if they have any.
- Each member will have their own detailed stats page in the directory in which is shown the image gallery.
- Can join the IFCMN group on LinkedIn and link to their items on the website and to leverage LinkedIn B2B opportunities
- Members will benefit from IFCMN's free and open advertising strategy via their news/promotional items
- Will benefit from a dedicated website that is one hundred per cent flooring industry orientated

HOW IFCMN IS FUNDED

IFCMN does not charge advertising fees; instead it relies on sponsorship and voluntary financial donations directly by the flooring sector. IFCMN will dedicate a detailed sponsor's page/s as a way of saying 'thank you'. This is a fair approach to maintaining the IFCMN website from which all will benefit. Manufacturers or their PR's can of course request to have their information 'logos' etc. displayed on strategic areas of the website.

SPONSORSHIP

Apart from voluntary financial donations, IFCMN encourages the industry as a whole to endorse its website. This can be in the form of linking to the website, by a mention of it in industry news, and by articles submitted to IFCMN for publication, again by endorsing its aims and objectives.

ADMINISTRATORS

As the IFCMN open project progresses there will be opportunities presented for voluntary personnel from the flooring industry and media sector to help maintain it. Interested parties may send their information via email to paulstuart@ifcmn.com. Those selected will be mentioned on a dedicated page.

IFCMN PUBLISHING FRAMEWORK

IFCMN uses the Joomla content management system for publishing its news items. Joomla is used by many thousands of business and personal websites throughout the world. Therefore, all interested parties must have some knowledge of this; it is though very easy to use.

For further information please visit the website <http://ifcmn.com> or telephone +44 (0) 20 8531 4545.

Yours sincerely,

Paul Stuart, IFCMN founder and CEO