

AGENCY SEARCH CONSULTANTS: A CHECKLIST FOR SELECTING & HIRING PR AGENCY SEARCH FIRMS

This agency search consultancy checklist is designed to help companies select consultants to navigate and manage a PR or communications agency search process to find the best agency for a project.

Q1. Does the agency search consultancy have a track record of success?

Can the consultancy share examples where the engagement of agencies has been productive? What do former clients say about the success of searches as well as the process?

Q2. Are the search consultants PR experts?

Does the consultancy understand the full range of PR/communications agencies and capabilities available today? Is it an expert in the PR agency business and its budgeting and billing models?

Q3. How does the consultant find agencies?

How extensive is the consultant's PR agency network? How do they find agencies that match needs? What search tools do they use to conduct a comprehensive search?

Q4. How does the consultant get paid?

Does the consultancy have a transparent fee-for-service billing model? Are firms paid as a percentage of the first year's billings? Is the consultant a broker being paid by the agency they are promoting?

Q5. What is the agency search process?

Does the consultancy use an objective, comprehensive search process that starts with a review of qualified agencies from which candidates are shortlisted and then selected? Does the process ensure objectivity and a level playing field for all PR agency candidates?

Q6. How does the consultant support companies during an agency search?

Does the agency consultant help clients develop the scope of work for the assignment and ensure they are ready for a successful engagement? Do they help on-board agencies and remain engaged to ensure the relationship is working effectively? Is the chemistry good?

These questions draw upon CommunicationsMatch™ partner, RFP Associates', insights into effective agency search consulting assignments. They reflect more than a decade of agency searches and a track record of building award-winning agency-client relationships.

Find out more about our agency search consulting services, agency search tools and resources at www.communicationsmatch.com.