



## SELECTING A NEW AGENCY - A ONE DAY TRAINING COURSE

Course RDSNA/01

### CHOOSING THE RIGHT AGENCY WITH THE RIGHT CAPABILITY TO MEET YOUR BUSINESS NEEDS

- Do you know you need a new agency but you are not sure where to start?
- Are you concerned that using an intermediary, or pitch broker, may not give you an independent view of the market?
- Are you concerned that announcing that you are seeking a new agency will result in hundreds of unsolicited approaches?
- Could you or should you pay for an agency pitch
- What are the different types of pitches and which approach suits what business need?
- Are you confident that you can design an agency selection process that gives you the maximum opportunity to get what you need from agencies?
- Should you pitch to select a single agency of record or create a roster of preferred agencies?

### WHO SHOULD ATTEND?

- Marketing managers or Directors who expect to seek a new agency within the next 12 months
- Procurement professionals who work alongside marketers and are expected to make a productive contribution to the selection process

### TRAINING OBJECTIVES

- To increase attendees confidence in planning and executing an agency selection process
- To enable attendees to make an informed choice around which, if any, pitch brokers, they could use and how best to engage them
- To provide attendees with an insight of what happens within an agency as it seeks new business opportunities and applies itself to a selection process
- To provide practical guidance on agency selection best practice

### PROGRAMME CONTENT

- What are the drivers of agency selection and how these should inform the selection process
- A view from the other inside – understanding how agencies respond to new business prospects
- Best practice – what are the key process steps and what defines success each step of the way
- Who should do what – managing an agency selection process that is brisk and effective
- Commercial considerations – when to discuss price and how to manage costs with new agencies
- What happens next – managing agency performance and “starting with the end in mind”

### DELIVERED BY



Rosie Doggett and Richard Davis of RD Squared; expert trainers with top agency and procurement backgrounds with 45 years experience in an array of industries from retail to FMCG, from finance to fashion.

email: [training@rdsquared.com](mailto:training@rdsquared.com) | web: [www.rdsquared.com](http://www.rdsquared.com) | phone: +44 (0)7960 234231

