



COUNCIL *of* PUBLIC RELATIONS FIRMS

SAMPLE

PUBLIC RELATIONS FIRM ASSESSMENT WORKSHEET

Agency name _____

1) Understanding of the Opportunity 20%

- Does the firm have a basic understanding of the nature of the challenges and opportunities facing organizations in our sector?
- Does the firm understand the nature of our organization as a client?
- Does the firm understand the environment in which we operate?

2) Capabilities 20%

- Does the firm have the capabilities to serve us with distinction?
- Does the firm have any relevant capabilities that distinguish them from others?
- Has the firm adequately addressed the specific issues we have raised?

3) Knowledge and Experience 20%

- Has the firm successfully handled similar or parallel challenges?
- Does the firm have experience with other clients that may benefit our organization?

4) Collaboration 20%

- Does the firm have the ability to provide objective counsel considering the best and most appropriate tools for the assignment?
- Does the firm have the ability to effectively collaborate with other marketing services firms and consultants on our team?
- Will the firm work collaboratively with my organization?

5) Overall Qualifications 20%

- Overall, how well qualified is this firm to help us achieve our goals?
- What particular strengths does this agency offer?
- Has the agency offered any insight that suggests they would be a good strategic partner?
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