



COUNCIL *of* PUBLIC RELATIONS FIRMS

SAMPLE

FINALIST PUBLIC RELATIONS FIRM ASSESSMENT WORKSHEET

Agency name _____

1) Strategic Thinking 20%

- In addition to reviewing material provided, did the firm take any independent initiative to better understand and address the challenge?
- Did the firm offer insight that suggests they would be a good strategic partner?
- Did the firm support its recommendations with a compelling rationale?

2) Creativity 20%

- Did the firm draw upon relevant experience within and outside our field to shape and/or support its recommendations?
- Did they bring a fresh perspective to the challenge and provide evidence of their creativity?
- Were the ideas they presented consistent with the strategy?

3) Work Style 20%

- Was the firm well prepared for their meeting with us?
- Did the firm make good use of their time with client representatives?
- Did the firm interact with client representatives in a way that suggests they would be good collaborators?

4) Approach 20%

- Did the firm provide objective counsel considering the best and most appropriate tools for the assignment?
- Did the firm inspire confidence that they can successfully execute the approach they recommended?

5) Team 20%

- Is the account director someone who would be capable of both leading the agency team and serving as a trusted advisor to us?
- Did the members of the team demonstrate relevant expertise and/or experience they would bring to the account?

- Did the members of the team interact well with client representatives and with each other?