



PRCA Find a PR Agency service
Frequently Asked Questions for our clients

What is Find a PR Agency?

Find a PR Agency is a free service open to any individual or organisation that is looking to employ the services of a PR agency. We research and source a shortlist of our 150 member agencies and provide guidance through the buying process, saving you time, money and hassle.

What types of PR does the service apply to?

All types offered by our member agencies. We can help you find the best agency for your PR needs in all sectors, from healthcare and consumer to financial services, and across PR disciplines, from crisis management and media relations to digital PR.

Does it cost anything?

It is completely free to clients (members who successfully win a piece of business have to pay a small winner's fee to the PRCA). In order to preserve the interests of both parties there are terms and conditions for both clients and agencies to adhere to. You can download these from the Find a PR agency page on our website (<http://www.prca.org.uk>).

How will you understand my organisation's PR needs?

Our new business manager, who is an experienced PR practitioner, will handle your enquiry. She has an excellent knowledge of agency strengths and areas of expertise.

So how do I start the process?

Simply complete the online briefing form ("the brief") located in the Find a PR Agency page on the PRCA website (<http://www.prca.org.uk>). It should take about five minutes to complete. Please provide as much detail as possible because that will help us achieve better results.

What happens once I have completed the form?

The new business manager will get in touch with you. She will answer any queries you have and may have further questions about your brief.

How long does it take to receive a list of agencies?

It takes about 2 to 3 days on average.

What is the next step after I have been given my shortlist?

It's normal practice to ask short listed agencies for a copy of references (credentials). Credentials are a document that contains background about the agency, key personnel and work that are relevant to your brief.

At the same time as you receive your shortlist; each agency receives a referral giving details of your brief and a deadline for them to submit their credentials.

If you prefer to speak with agencies prior to us requesting credentials, this can be arranged.

I'm not happy with my shortlist, so can I have another list?

The beauty of this service is the quality of the search results we generate. To date we have never been asked for a second shortlist.

I'm ready to start but what level of information do you need?

It is very important to provide as much information as possible. It's very hard for agencies to respond in the best possible way to requirements if they are not really sure what it is you want.

Completing the briefing form helps you work out how your PR requirements will reflect your business objectives, as well as ensure that you can set goals and targets to help you measure the effectiveness of the PR campaign.

We have further information on our website about providing briefs. "The Client brief: A best practice guide to briefing communications agencies" can be downloaded from the Find a PR Agency page. If you would like further advice or have any queries, please contact our new business manager on 020 7233 6026.

I'm not sure what budget to set? Can I just see what agencies suggest?

It is tempting to leave the budget question to the very last minute and natural that you may not want to divulge this information upfront. However, we would recommend that you provide details of the budget, as it is very hard for agencies to respond without this information. Just as your own business needs to understand what your customers are prepared to pay for your product or service, PR agencies need this too.

Setting a budget does not mean that you have to limit creativity. You might want to think about the basics that you require from your PR campaign, and then allow additional money for extra initiatives. If you do not have experience of setting PR budgets, please contact the new business manager on 020 7233 6026.

Further questions?

Please do not hesitate to get in touch with us at the PRCA on 020 7233 6026.