

**Press release**

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**PR agency selection**

## **Fair competitive presentations**

**The Association of PR Agencies in Switzerland (BPRA) is a platform for public relations agencies and their clients alike. Recently, the association has had to deal with an increasing number of inquiries by potential clients regarding the rules for competitive presentations and has therefore decided to develop a “Checklist for pitch presentation organizers” which is published at [www.bpra.ch](http://www.bpra.ch).**

Competitive presentations are one approach of many to finding the PR agency that suits each client’s requirements best. At the same time, it is the most controversial approach of all since clients often have different expectations than PR agencies. The increasing number of inquiries that organizers of competitive presentations address to the BPRA office regarding the rules that apply to such presentations shows that PR clients are aware of the problems related to pitches. In the “Checklist for pitch presentation organizers”, which is available at [www.bpra.ch](http://www.bpra.ch) under the menu “Consultancy and client”, the Association of PR Agencies in Switzerland raises 25 critical questions. Organizers of competitive presentations who can answer all these questions with “Yes” may rest assured that they will make a fair selection. A competitive presentation is not advisable to clients who find it difficult to give a positive answer to these questions, and the BPRA instead recommends a different approach, such as a trial order, direct selection based on personal recommendation or an agency presentation (free of charge) with case studies.

### **Association of PR Agencies in Switzerland (BPRA)**

The Association of PR Agencies in Switzerland (BPRA), which was founded in 1976, represents the professional interests of the leading PR agencies in Switzerland. The BPRA unites 20 communications companies which are representative of the Swiss PR industry. Every year, they publish an audited market statistics. The association commits itself to improving market transparency and to establishing internationally recognized quality standards in the PR industry. The quality management of most associated agencies has been certified according to the pioneering worldwide standard CMS II.