



neilcomm Cheers [@SandyLindsay](#). Really really interesting stuff. Good typing speed too! :) [#commschat](#) -9:02 PM Jun 6th, 2011



PaulCTayla [@HelenMoore](#) [@SandyLindsay](#) It's been great. Obviously not as good as my [#commschat](#) ;o) -9:02 PM Jun 6th, 2011



patrickjpr [@paulfabretti](#) which is why the agency should track the needs of the individual, not just the company [#commschat](#) -9:01 PM Jun 6th, 2011



SandyLindsay RT [@annatclock](#): [@CommsChat](#) Surely clients should only review if something's not working; should give chance to put right first [#commschat](#) -9:01 PM Jun 6th, 2011



louise_s_page [@brandguardian](#) absolutely, I think agencies can often be stubborn to clients rejecting ideas, need to rethink not rehash [#commschat](#) -9:01 PM Jun 6th, 2011



paulfabretti Often though, macro pressures move the goalposts which put unfair pressure on the agency [#commschat](#) -9:01 PM Jun 6th, 2011



CommsChat Feel free to carry on the discussion on Twitter or in the comments section at [www.commschat.com](#). Night all! [#commschat](#) -9:01 PM Jun 6th, 2011



patrickjpr [@SandyLindsay](#) [@LavaMatt](#) like any grown up relationship [#commschat](#) -9:01 PM Jun 6th, 2011



CommsChat That's all we have time for this evening. A massive thank you to [@SandyLindsay](#) for hosting such an interesting session! [#commschat](#) -9:00 PM Jun 6th, 2011



HelenMoore [@PaulCTayla](#) [@SandyLindsay](#) agree! Fab commschat - best ever I think - give Sandy another award! [#commschat](#) -9:00 PM Jun 6th, 2011



brandguardian [@LavaMatt](#) [@patrickjpr](#) Exactly.If everyone took compatibility tests at the off, both agency/client would get results [#winwin](#) [#commschat](#) -9:00 PM Jun 6th, 2011



SandyLindsay [@LavaMatt](#) agreed - and that's when it's time to shake hands, have a drink, and move on [#commschat](#) -9:00 PM Jun 6th, 2011



CommsChat A final thought RT [@SandyLindsay](#): Also, dont forget to have fun. Sometimes we forget that but it makes such a difference [#commschat](#) -

9:00 PM Jun 6th, 2011



patrickjpr But agencies often give clients a reason to review and change with contract renewal etc [#commschat](#) -9:00 PM Jun 6th, 2011



asadd RT [@SandyLindsay](#): Also, don't forget to have fun. Having an agency should be fun – sometimes we forget that but it makes such a difference [#commschat](#) -9:00 PM Jun 6th, 2011



annatclock [@CommsChat](#) Surely clients should only review if something's not working. They should give agency chance to put right first [#commschat](#)

-8:59 PM Jun 6th, 2011



PaulCTayla [@SandyLindsay](#) Excellent [#commschat](#), thanks Sandy (even if you do support the wrong team!) ;o) -8:59 PM Jun 6th, 2011



Dan Martin Today I was emailed by a major agency with two releases about international airlines. I write about small businesses [#CommsChat](#) -8:59 PM Jun 6th, 2011



LavaMatt [@patrickjpr](#) [@SandyLindsay](#) but sometimes it's not down to results it's just after a while you learn you're not made for each other

[#commschat](#) -8:59 PM Jun 6th, 2011



SandyLindsay [@nyreehood](#) obviously this makes it easier but I do think location is largely irrelevant nowadays. We have clients from Scot to SE

[#commschat](#) -8:59 PM Jun 6th, 2011



patrickjpr [@SandyLindsay](#) If I'm doing a bad job I deserve to lose them, of course it's annoying, but you have to learn and move on [#commschat](#) -8:59 PM Jun 6th, 2011



HelenMoore [@nyreehood](#) [@SandyLindsay](#) my best ever client relationship was phone, conf call email with an annual boozy lunch – f2f overated!

[#commschat](#) -8:58 PM Jun 6th, 2011



LavaMatt [@patrickjpr](#) Agree. Someone once said we shouldnt hav clients on our website as he could poach them all. Happy to say he hasn't

[#commschat](#) -8:58 PM Jun 6th, 2011



SandyLindsay [@PaulCTayla](#) sorry – I meant a competitive review. Appraisals



are vital – every quarter! [#commschat](#) –8:58 PM Jun 6th, 2011



[Kate Dixon123](#) RT [@SandyLindsay](#): Also, don't forget to have fun. Having an agency should be fun – sometimes we forget that but it makes such a difference [#commschat](#) –8:58 PM Jun 6th, 2011



[CommsChat](#) RT [@patrickjpr](#): [@LavaMatt](#) thats why I dont mind competition. If Im doing a great job the client cant be stolen away anyway [#commschat](#) –8:58 PM Jun 6th, 2011



[PaulCTayla](#) [@SandyLindsay](#) I do agency reviews twice a year and congratulating success is just as important as criticism. [#commschat](#) –8:58 PM Jun 6th, 2011



[SandyLindsay](#) [@patrickjpr](#) I'm sure you're right but it still feels like a let down? [#commschat](#) –8:58 PM Jun 6th, 2011



[patrickjpr](#) [@THRmusicpromos](#) it depends how clients want to measure – sales, leads, brand awareness, company value etc [#commschat](#) –8:57 PM Jun 6th, 2011



[james_SB](#) Constant reviewing is always going to put agencies on edge, that's never going to make for a healthy client/agency relationship [#commschat](#) –8:57 PM Jun 6th, 2011



[brandguardian](#) [@louise_s_page](#) Of course. But Agencies should lead. Sadly both sides can fail as we're all human ;) [#commschat](#) –8:57 PM Jun 6th, 2011



[nyreehood](#) [@SandyLindsay](#) what's your opinion on location. Are relationships better between agency and client when comms is face to face? [#commschat](#) –8:57 PM Jun 6th, 2011



[culturevultures](#) This [#commschat](#) thread looks interesting –8:56 PM Jun 6th, 2011



[Dan Martin](#) RT [@DonaldHTaylor](#) [@Dan Martin](#) Agreed. As editor (of sorts) regularly spammed by PRs with irrelevant releases. I block domains [#commschat](#) –8:56 PM Jun 6th, 2011



[patrickjpr](#) [@LavaMatt](#) that's why I don't mind competition. If I'm doing a great job the client can't be stolen away anyway [#commschat](#) –8:56 PM Jun 6th, 2011



SandyLindsay RT **@patrickjpr**: RT **@LavaMatt**: Clients find a consultancy you trust, believe in and let them do an amazing job for u **#commschat** -8:56

PM Jun 6th, 2011



paulfabretti **@SandyLindsay** totally agree with you there **#commschat** -8:56

PM Jun 6th, 2011



patrickjpr RT **@LavaMatt**: Clients find a consultancy you trust, believe in and let them do an amazing job for u **#commschat** -8:55 PM Jun 6th, 2011



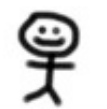
LavaMatt **@brandguardian** **@patrickjpr** and vice versa. Clients find a consultancy you trust, believe in and let them do an amazing job for u **#commschat** -8:55 PM Jun 6th, 2011



SandyLindsay To be honest, I hate it when clients review. It feels lie you've failed to wow (except public sector – rules) **#commschat** -8:55 PM Jun 6th, 2011



brandguardian **@PaulCTayla** **@CommsChat** Both. You can't lead anyone or anything, if you don't learn how to listen first **#commschat** -8:55 PM Jun 6th, 2011



neilcomm **@HelenMoore** **@DonaldHTaylor** **@Dan_Martin** Yep. Same in all walks of life though I guess. **#commschat** -8:55 PM Jun 6th, 2011



Dan_Martin So many times I've been tempted to call a client direct and tell them what awful, badly targeted PR their agency is pitching **#CommsChat** -

8:55 PM Jun 6th, 2011



patrickjpr **@THRmusicpromos** **@SandyLindsay** **@LavaMatt** Rol can be measured in PR, hard to value relationships on it though **#commschat** -8:54

PM Jun 6th, 2011



HelenMoore **@DonaldHTaylor** **@Dan_Martin** I sit on both sides of the fence, and a lot of stuff from PRs is shockingly bad **#commschat** -8:54 PM Jun 6th, 2011



brandguardian **@patrickjpr** Exactly! Find the clients you can work with, that DO get your ethic. Do an amazing job for them. Hello referrals!

#commschat -8:54 PM Jun 6th, 2011



DonaldHTaylor **@Dan_Martin** Agreed. As an editor (of sorts) I am regularly spammed by PRs with irrelevant releases. Result: I block their domains

#commschat -8:53 PM Jun 6th, 2011



PaulCTayla @LavaMatt Ooo you are awful!! [#commschat](#) -8:53 PM Jun 6th, 2011



patrickjpr @SandyLindsay like that thought [#commschat](#) -8:52 PM Jun 6th, 2011



louise_s_page @patrickjpr @brandguardian @sandy Lindsay it's not just the agency, clients can change focus & brief. Gd relationship is mutual [#commschat](#) -8:52 PM Jun 6th, 2011



PaulCTayla @CommsChat @brandguardian Is it leading or listening? [#commschat](#) -8:52 PM Jun 6th, 2011



annatclock @SandyLindsay Totally agree, people in comms industry sometimes forget to communicate enough [#commschat](#) -8:52 PM Jun 6th, 2011



SandyLindsay Also, don't forget to have fun. Having an agency should be fun - sometimes we forget that but it makes such a difference [#commschat](#) -8:51 PM Jun 6th, 2011



Dan Martin If it's PR agencies we're talking about, many need to be more honest about the dis-service they're providing to clients [#commschat](#) -8:51 PM Jun 6th, 2011



CommsChat One last question: How often do or should clients review their agencies? What effect does this have on the relationship? [#commschat](#) -8:51 PM Jun 6th, 2011



LavaMatt @PaulCTayla: perhaps we should class clients as Sid James, Kenneth Williams and Joan Sims! [#commschat](#) -8:51 PM Jun 6th, 2011



CommsChat RT **@brandguardian**: The incentive is you will be standing ahead of your competitors in the near future. Lead, dont follow. [#commschat](#) -8:50 PM Jun 6th, 2011



PaulCTayla A good example of a new way for client/agency relationships is **@madebymany** - all agencies/clients should take a look. [#commschat](#) -8:50 PM Jun 6th, 2011



brandguardian @patrickjpr The incentive is you will be standing ahead of your competitors in the near future. Lead, don't follow. [#commschat](#) -8:50 PM Jun 6th, 2011

Jun 6th, 2011



patrickjpr [@SandyLindsay](#) so maybe clients needs some education ..
[#commschat](#) -8:50 PM Jun 6th, 2011



SandyLindsay RT [@brandguardian](#): [@amandacomms](#) [@SandyLindsay](#)
Nothing worth having comes easy :) [#commschat](#) <agreed – do you want a
job hahah! ;) -8:49 PM Jun 6th, 2011



patrickjpr RT [@LavaMatt](#): Re: client relationships – how many ppl on here
have a record of their clients b'days? Out of work interests? [#commschat](#) -
8:49 PM Jun 6th, 2011



lethal_weapon RT [@SandyLindsay](#): Communicate. Communicate.
Communicate. It's so easy to be too busy but nothing is more important!
[#commschat](#) -8:48 PM Jun 6th, 2011



SandyLindsay [@patrickjpr](#) agreed. Nothing we can do about what some
other agencies do – we can only make sure we have our own standards.
[#commschat](#) -8:48 PM Jun 6th, 2011



LavaMatt With regards client relationships – how many ppl on here have a
record of their clients birthdays? Out of work interests? [#commschat](#) -8:48 PM
Jun 6th, 2011



Dan Martin [@Communicatemag](#) Didn't know at what point in the
conversation you're at and accessing the site via Blackberry is problematic
[#CommsChat](#) -8:48 PM Jun 6th, 2011



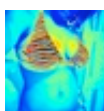
PaulCTayla [@LavaMatt](#) and I doing our best to turn [#commschat](#) into Carry
on up the Internet! -8:48 PM Jun 6th, 2011



patrickjpr Also, agencies must understand the emotional (and career-
driven) needs of the client individuals [#commschat](#) -8:48 PM Jun 6th, 2011



SandyLindsay [@CommsChat](#) refer to my previous tweet! By keeping in
touch, exploring, asking, checking, problems are spotted early [#commschat](#)
-8:47 PM Jun 6th, 2011



BEE Day JUNE11 RT [@THRmusicpromos](#): relationships turn bad usually
when there is a third party involved... this could be a competitor agency.
[#commschat](#) -8:47 PM Jun 6th, 2011



HelenMoore [@CommsChat](#) [@SandyLindsay](#) they can't – relationships go



wrong sometimes, end of, but better briefings and setting KPIs helps
[#commschat](#) -8:47 PM Jun 6th, 2011



[patrickjpr](#) The prob is, it's "easy" to win clients (use snr people in pitch; over-promise etc) Much harder to keep them. [#commschat](#) -8:47 PM Jun 6th, 2011



[brandguardian](#) [@amandacomms](#) [@SandyLindsay](#) Nothing worth having comes easy :) [#commschat](#) -8:47 PM Jun 6th, 2011



[patrickjpr](#) [@brandguardian](#) don't condone it – it angers me. But too many agencies can win by over-promising, where's the incentive to change?
[#commschat](#) -8:47 PM Jun 6th, 2011



[asadd](#) Perhaps client just needs a change and a fresh creative/strategic direction that comes from elsewhere? [#commschat](#) -8:47 PM Jun 6th, 2011



[SandyLindsay](#) Communicate. Communicate. Communicate. It's so easy to be too busy but nothing is more important! [#commschat](#) -8:46 PM Jun 6th, 2011



[LavaMatt](#) [@PaulCTayla](#) As do experimenting (built on trust), understanding what's really pleasurable/important + satisfying needs (ooh err!)
[#commschat](#) -8:46 PM Jun 6th, 2011



[CommsChat](#) [@SandyLindsay](#) – how can agencies proof themselves against relationships going wrong? [#commschat](#) -8:46 PM Jun 6th, 2011



[HelenMoore](#) [@patrickjpr](#) [@HelenMoore](#) clients often underestimate how much effort they need to put in [#commschat](#) -8:46 PM Jun 6th, 2011



[asadd](#) RT [@CommsChat](#): To get back to relationships: Where do relationships go wrong between clients and agencies? [#commschat](#) -8:45 PM Jun 6th, 2011



[brandguardian](#) [@patrickjpr](#) Win by overpromising? I dont agree. A sure way to build a model with no sustainability. The old way is redundant.
[#commschat](#) -8:45 PM Jun 6th, 2011



[Communicatemag](#) [@Dan_Martin](#) all the questions are onthe pre-read Dan
[#commschat](#) -8:45 PM Jun 6th, 2011



patrickjpr @HelenMoore I know and it's shocking. But again should clients take more blame (as with overpromising)? [#commschat](#) -8:45 PM Jun 6th, 2011



amandacomms @SandyLindsay @brandguardian no one said it would be easy but it certainly can be really good fun. [#commschat](#) -8:45 PM Jun 6th, 2011



SandyLindsay @MichaelDiPaola I take MASSIVE pride in retaining clients. What better indicator of success? You only stagnate if you allow it [#commschat](#) -8:44 PM Jun 6th, 2011



LavaMatt @MichaelDiPaola @LavaMatt @sandy Lindsay Can't see how 5yr+ client = stagnation, think it means cont delivery of valued results [#commschat](#) -8:44 PM Jun 6th, 2011



PaulCTayla Communicating honestly and trying new stuff keeps all relationships alive (oo er Missus!) [#commschat](#) -8:44 PM Jun 6th, 2011



HelenMoore @patrickjpr senior people winning business, and junior people assigned to do the work, is still a massive industry problem [#commschat](#) -8:44 PM Jun 6th, 2011



patrickjpr @MichaelDiPaola @LavaMatt @sandy Lindsay I think stagnation is unfair – good relationships develop & grow [#commschat](#) -8:44 PM Jun 6th, 2011



patrickjpr So why do relationships turn bad – often agencies changing focus: either putting a junior team on or trying to increase profit [#commschat](#) -8:43 PM Jun 6th, 2011



SandyLindsay RT @PaulCTayla: BBH have worked with Audi since the mid 80s [#commschat](#) -8:43 PM Jun 6th, 2011



SandyLindsay @brandguardian exactly. Roll up your sleeves, work hard, have fun and listen/learn. No-one said it was easy! [#commschat](#) -8:43 PM Jun 6th, 2011



MichaelDiPaola @LavaMatt @sandy Lindsay So do you take pride in retaining a client for 5yrs+ or does it actually indicate agency stagnation? [#commschat](#) -8:42 PM Jun 6th, 2011



PaulCTayla BBH have worked with Audi since the mid 80s [#commschat](#) -8:42 PM Jun 6th, 2011



SandyLindsay [@Dan_Martin](#) we're discussing all facets of client/agency relationships – currently what to do when they turn bad [#commschat](#) –8:42 PM

Jun 6th, 2011



brandguardian [@SandyLindsay](#) Agree. Be who you say you are. Deliver what you promised you could. Take on the work a relationship needs to succeed

[#commschat](#) –8:42 PM Jun 6th, 2011



SandyLindsay Sometimes you do have to call it a day – it's time for both sides – but not without frank discussions and effort on both sides

[#commschat](#) –8:42 PM Jun 6th, 2011



Dan_Martin [@CommsChat](#) [@patrickjpr](#) [@SandyLindsay](#) Yep but is there a specific question? [#CommsChat](#) –8:41 PM Jun 6th, 2011



SandyLindsay bravo! RT [@LavaMatt](#): I also read about an IT freelancer working for a client for 25 years before resigning due to retirement!

[#commschat](#) –8:41 PM Jun 6th, 2011



CommsChat [@SandyLindsay](#) [@MichaelDiPaola](#) and your relationship can evolve along with each side of the equation [#commschat](#) –8:40 PM Jun 6th, 2011



SandyLindsay [@CommsChat](#) many our clients have been with us 4 years or more – don't hold with statistics :) [#commschat](#) –8:40 PM Jun 6th, 2011



LavaMatt I also read about an IT freelancer working for a client for 25 years before resigning the account due to retirement! [#commschat](#) –8:40 PM Jun 6th,

2011



patrickjpr [@brandguardian](#) unfortunately it's a way to win clients though

[#commschat](#) –8:40 PM Jun 6th, 2011



SandyLindsay [@MichaelDiPaola](#) yes I suppose so, though sometimes you can look at changing agency teams? [#commschat](#) –8:39 PM Jun 6th, 2011



CommsChat RT [@LavaMatt](#): I recall reading the average

client/consultancy/agency relationship is 3 years [#commschat](#) –8:39 PM Jun 6th,

2011




SandyLindsay [@brandguardian](#) couldn't agree more. Completely redundant. Put your money where your mouth is and deliver or give it up!


 [#commschat](#) -8:38 PM Jun 6th, 2011


 [lethal_weapon](#) [@SandyLindsay](#) never has a truer word been said
[#commschat](#) -8:38 PM Jun 6th, 2011


 [LavaMatt](#) [@MichaelDiPaola](#) [@SandyLindsay](#) I recall reading the average client/consultancy/agency relationship is 3 years [#commschat](#) -8:38 PM Jun 6th, 2011


 [CommsChat](#) [@patrickjpr](#) [@Dan_Martin](#) we're discussing agency-client relationships with [@SandyLindsay](#) [#commschat](#) -8:38 PM Jun 6th, 2011


 [SandyLindsay](#) Yes but you need to act quickly and be honest and open (again). Address things head on and be willing to listen [#commschat](#) -8:38 PM Jun 6th, 2011


 [brandguardian](#) [@CommsChat](#) Relationships go wrong when Agencies dont tell the truth. No room for overpromise & Underdeliver! That model is dead [#commschat](#) -8:38 PM Jun 6th, 2011


 [patrickjpr](#) +1 RT [@Dan_Martin](#): Late to [#commschat](#). What's the question? -8:37 PM Jun 6th, 2011

 [MichaelDiPaola](#) [@SandyLindsay](#) Agencies & clients also evolve (culture & commercially) a good fit in 2011 might not be so in 2013. C'est la vie!
[#commschat](#) -8:37 PM Jun 6th, 2011

 [PaulCTayla](#) [@SandyLindsay](#) totally agree, I guess that's bad client syndrome... [#commschat](#) -8:37 PM Jun 6th, 2011

 [CommsChat](#) Ok [@SandyLindsay](#), what about when the relationship has gone wrong - can you fix it? And when do you throw in the towel?
[#commschat](#) -8:36 PM Jun 6th, 2011

 [Dan_Martin](#) Late to [#commschat](#). What's the question? -8:36 PM Jun 6th, 2011

 [HelenMoore](#) Also, a lot of people client-side can be very inexperienced but find it hard to delegate to the agency [#commschat](#) -8:36 PM Jun 6th, 2011

 [sarahhalton](#) RT [@SandyLindsay](#): Too many relationships start out without a



clear agreement on an end game – can only end in tears. [#commschat](#) –8:36 PM Jun 6th, 2011



[SandyLindsay](#) [@nicolapike](#) [@annatclock](#) couldn't agree more – chemistry is vital. At the end of the day, we're all people [#commschat](#) –8:36 PM Jun 6th, 2011



[annatclock](#) RT [@SandyLindsay](#): Too many relationships start out without a clear agreement on an end game – can only end in tears. [#commschat](#)... – 8:35 PM Jun 6th, 2011



[SandyLindsay](#) [@PaulCTayla](#) agreed but sometimes agencies are too scared to challenge – an equal footing means a better relationship/result [#commschat](#) –8:35 PM Jun 6th, 2011



[nicolapike](#) Great point RT [@annatclock](#): Client/agency relationships go wrong when the cultural fit isn't right. Often overlooked in pitches [#commschat](#) –8:34 PM Jun 6th, 2011



[CommsChat](#) RT [@lethal_weapon](#): [@SandyLindsay](#) when realistic expectations of results are not set << feeds back into earlier talk of pitches [#commschat](#) –8:34 PM Jun 6th, 2011



[SandyLindsay](#) [@lethal_weapon](#) agreed but that's a two-way process too. Sometimes us PRs assume marketing people know PR – often they need help [#commschat](#) –8:33 PM Jun 6th, 2011



[LavaMatt](#) Client/agency: same as any relationship b'down: failing expectations, dishonesty, £, chemistry, trust, results satisfaction [#commschat](#) –8:33 PM Jun 6th, 2011



[FelicityStewart](#) "[@SandyLindsay](#): Best pitch process?: creds x 10; chemistry meetings x 3; select 1; brief properly = live happily ever after! :) [#commschat](#)" –8:33 PM Jun 6th, 2011



[annatclock](#) Client/agency relationships go wrong when the cultural fit isn't right. Often overlooked in pitches [#commschat](#) –8:33 PM Jun 6th, 2011



[PaulCTayla](#) Agency/client relationships are about people, passion, understanding & honesty. It only takes one to fail for it to collapse. [#commschat](#) –8:33 PM Jun 6th, 2011



[lethal_weapon](#) [@SandyLindsay](#) when realistic expectations of results are not set [#commschat](#) –8:32 PM Jun 6th, 2011



SandyLindsay Too many relationships start out without a clear agreement on an end game – can only end in tears. [#commschat](#) –8:32 PM Jun 6th, 2011



sasha_taylor RT [@amandacomms](#): Things always break down when there is a failure to manage expectations [#commschat](#) <- agreed. –8:32 PM Jun 6th, 2011



TippettPR [@SandyLindsay](#) relationships break down when there isn't a mutual understanding at offset of strategy, makes adapting objs slow [#commschat](#) –8:32 PM Jun 6th, 2011



nicolapike Really enjoying [#commschat](#) with Manchester's [@SandyLindsay](#) this evening –8:31 PM Jun 6th, 2011



SandyLindsay Leave nothing to chance! What does success look like? Write it down. Focus. Simples! [#commschat](#) –8:31 PM Jun 6th, 2011



SandyLindsay RT [@amandacomms](#): Things always break down when there is a failure to manage expectations [#commschat](#) <<this should be agreed up front –8:30 PM Jun 6th, 2011



nicolapike RT [@SandyLindsay](#): Best pitch process?: creds x 10; chemistry meetings x 3; select 1; brief properly = live happily ever after! :) [#commschat](#) –8:30 PM Jun 6th, 2011



SandyLindsay I think agency/client relationships go wrong, like all other relationships, when people stop talking [#commschat](#) –8:30 PM Jun 6th, 2011



LizJarvisUK RT [@SandyLindsay](#): Best pitch process?: creds x 10; chemistry meetings x 3; select 1; brief properly = live happily ever after! :) [#commschat](#) –8:29 PM Jun 6th, 2011



TippettPR RT [@SandyLindsay](#): Best pitch process?: creds x 10; chemistry meetings x 3; select 1; brief properly = live happily ever after! :) [#commschat](#) –8:29 PM Jun 6th, 2011



amandacomms Things always break down when there is a failure to manage expectations [#commschat](#) –8:29 PM Jun 6th, 2011



SandyLindsay Ahh glad you asked that! ;) Sorry! Satellite delay! [#commschat](#) –8:28 PM Jun 6th, 2011



CommsChat Ah – some repetition there, sorry everyone. [#commschat](#) -8:28 PM Jun 6th, 2011



sarahhalton [@SandyLindsay](#) [@amandacomms](#) [@PaulCTayla](#) plus how many are in the parade? Too many and it's just fishing for ideas! [#commschat](#) -8:28 PM Jun 6th, 2011



CommsChat To get back to relationships: Where do relationships go wrong between clients and agencies? [#commschat](#) -8:27 PM Jun 6th, 2011



SandyLindsay Not sure if I'm meant to do the questions but: Where do relationships go wrong between clients and agencies? [#commschat](#) -8:27 PM Jun 6th, 2011



PaulCTayla [#commschat](#) Next question please!!! ;o) -8:26 PM Jun 6th, 2011



SteveKuncewicz RT [@SandyLindsay](#): Best pitch process?: creds x 10; chemistry meetings x 3; select 1; brief properly = live happily ever after! :) [#commschat](#) -8:25 PM Jun 6th, 2011



SandyLindsay [@amandacomms](#) [@PaulCTayla](#) totally! The public sector tender process could (some say should) be massively improved! [#commschat](#) -8:24 PM Jun 6th, 2011



paulfabretti [@amandacomms](#) [@SandyLindsay](#) [@PaulCTayla](#) totally agree Amanda. Objectives are still objectives. Public or Private [#commschat](#) [#commschat](#) -8:24 PM Jun 6th, 2011



CommsChat [@SandyLindsay](#) so there is a magic formula after all! [#commschat](#) -8:24 PM Jun 6th, 2011



amandacomms [@HelenMoore](#) it does make things difficult – but not much business at the minute so kind of academic [#commschat](#) -8:24 PM Jun 6th, 2011



HelenMoore [@SandyLindsay](#) that sounds like a plan [#commschat](#) -8:24 PM Jun 6th, 2011



HelenMoore [@amandacomms](#) [@SandyLindsay](#) [@PaulCTayla](#) in fact, the tender process in the public sector is even more ridiculous [#commschat](#) -8:23 PM Jun 6th, 2011



CommsChat @TippettPR absolutely! do join in. [#commschat](#) -8:23 PM Jun 6th, 2011



SandyLindsay Best pitch process?: creds x 10; chemistry meetings x 3; select 1; brief properly = live happily ever after! :) [#commschat](#) -8:23 PM Jun 6th, 2011



PaulCTayla @SandyLindsay Because in the public sector it's not profit driven, and it's public money. It's in our interest to spend wisely. [#commschat](#) -8:23 PM Jun 6th, 2011



amandacomms @SandyLindsay @PaulCTayla you can't split public and private sector if you are going to move to charges – has to be the same [#commschat](#) -8:22 PM Jun 6th, 2011



TippettPR @CommsChat can anyone join? [#commschat](#) -8:22 PM Jun 6th, 2011



annatclock The [#commschat](#) v. Interesting. On pitching I think agencies need to delve deeper to uncover insights, pitch process often 1 dimensional -8:22 PM Jun 6th, 2011



SandyLindsay @PaulCTayla why distinguish between public and private sector in that case?? [#commschat](#) -8:21 PM Jun 6th, 2011



PaulCTayla @SandyLindsay I totally agree, having spent most of my career agency side you do accept it. Just think there may be another way. [#commschat](#) -8:21 PM Jun 6th, 2011



SandyLindsay The only time I think clients should pay is if they go through a process and appoint no-one, but that's even less likely! [#commschat](#) -8:20 PM Jun 6th, 2011



CommsChat Very intriguing RT **@PaulCTayla**: Pitching is time consuming. work out a leaner selection model, or pay for time. [#commschat](#) -8:20 PM Jun 6th, 2011



PaulCTayla Pitching is time consuming. work out a leaner selection model, or pay for time. To clarify, I'm only talking private sector. [#commschat](#) -8:19 PM Jun 6th, 2011



HelenMoore @neilcomm @PaulCTayla Pitching is a tremendously wasteful process most of the time [#commschat](#) -8:19 PM Jun 6th, 2011



SandyLindsay @PaulCTayla In an ideal world yes, but how would you price it? We just take the view, if we want the biz we go for it [#commschat](#) -8:18 PM Jun 6th, 2011



Communicatomag @PaulCTayla as does various agency bodies. certainly the the DBA. Not too sure where the CIPR sits on this one. [#commschat](#) -8:18 PM Jun 6th, 2011



HelenMoore @neilcomm @PaulCTayla I think if they paid, then they would produce a better brief and do more initial research [#commschat](#) -8:18 PM Jun 6th, 2011



neilcomm Controversial! RT **@PaulCTayla**: In terms of 'pitching' (in priv sector) I've often thought companies should pay agencies to pitch. [#commschat](#) -8:16 PM Jun 6th, 2011



HelenMoore @PaulCTayla agree, and that would stop a lot of pointless pitching – companies just going through the motions [#commschat](#) -8:16 PM Jun 6th, 2011



SandyLindsay @CommsChat one where each party works together towards clear, mutually agreed aims – it's OUR campaign; how are WE doing? [#commschat](#) -8:16 PM Jun 6th, 2011



PaulCTayla In terms of 'pitching' (in the private sector) I've often thought companies should pay agencies to pitch. [#commschat](#) -8:15 PM Jun 6th, 2011



CommsChat @SandyLindsay What would you hold up as an example of a really good relationship between a client and an agency? [#commschat](#) -8:14 PM Jun 6th, 2011



sarahhalton RT **@SandyLindsay**: A good pitch process involves face to face, open and honest discussions – the more frank the better [#commschat](#) -8:14 PM Jun 6th, 2011



SandyLindsay @THRmusicpromos could you give me an example? Not sure why they would be secretive? [#commschat](#) -8:14 PM Jun 6th, 2011



SandyLindsay @CommsChat I think the whole client/agency relationship is mutual – if it's not it isn't working [#commschat](#) -8:13 PM Jun 6th, 2011