



**Final Session**  
Making it happen

**OPTIONS**

Internal	Freelance consultant	NGO	Design / Ad Agency	Specialist Company
<p><b>Low cost</b> <b>Full control</b></p> <p>Resources Time Skills It's not what you do!</p>	<p><b>Low cost</b> <b>Knowledge</b></p> <p>Resources Back up Financial stability Loyalties Other contracts</p>	<p><b>Low cost</b> <b>Knowledge</b> <b>Resources</b></p> <p>High staff turnover Dubious motivations Skill levels</p>	<p><b>Creative</b> <b>Motivated</b> <b>High skill levels</b> <b>Resources</b></p> <p>Style over Substance Social marketing skills Market knowledge</p>	<p><b>Creative</b> <b>Motivated</b> <b>High skill levels</b> <b>Resources</b> <b>Results driven</b> <b>Market knowledge</b> <b>Social marketing skills</b></p> <p>High cost</p>

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High work load

High Risk

Poor value

Less effort

Lowest risk

Highest value

# Problems with Agencies?

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Cost / Cost control

Understanding the issues

Deadlines

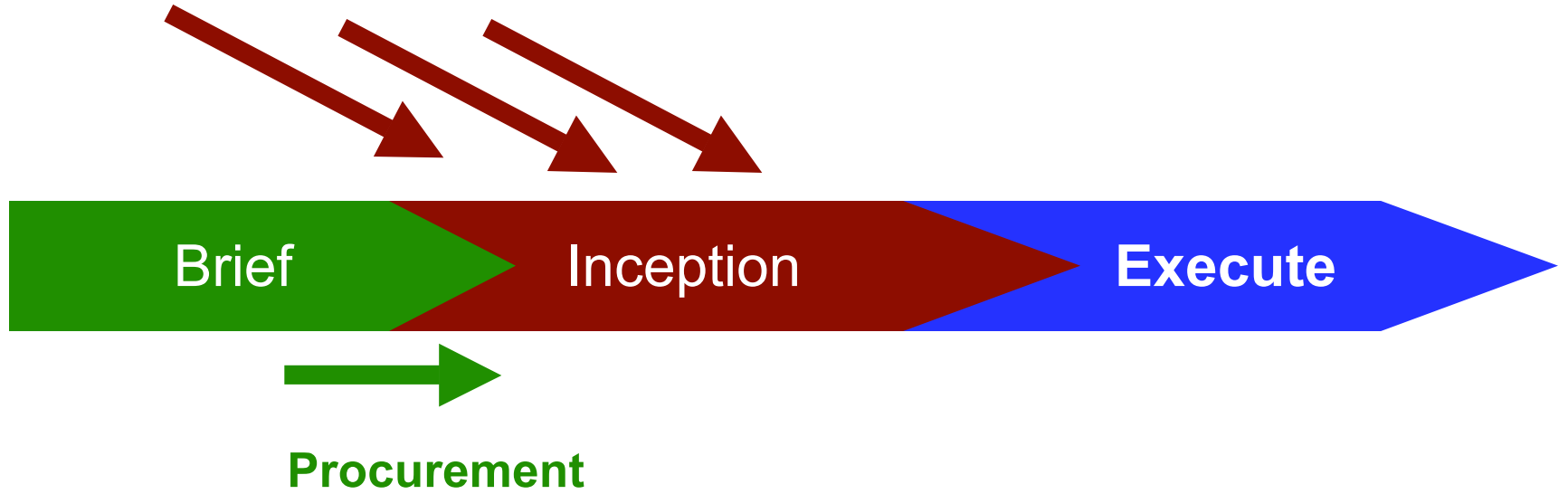
Quality

# The Brief



- Operational objective
- Situation analysis
- Target outcomes
- Schedules and deadlines
- Campaign resources to be used
- Budget
- What you want to see
- 2 sides of A4 max.

**Refinement and Ratify**



# Procurement

## Pre Selection

Experience  
Track record  
Visibility  
Resources  
Recommendation  
Stability

## Submission

Grasp of issues  
Quality of  
response  
Value

## Selection

Confidence

# Procurement: Methods

## Tender

Too restrictive  
Unable to identify  
key advantages  
Excludes smaller  
service providers  
Stifles creativity  
Rarely provides  
best value

## Quote

Does not  
demonstrate value

## Creative Pitch

Becomes a  
beauty contest

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**Challenge existing  
procurement methods!**

# Budget Control

- **Contingency** Allow 10%
- **Be clear** Avoid author's alterations
- **Ask** Huge savings on some printing if done in certain ways
- **Lead times** More time = less costs
- **Challenge** Don't wait until the invoice is in to query costs

**Communications should be  
an intrinsic part of your  
waste strategy**

**Think like a “punter”, not  
like a waste manager**

**Keep communications  
strategic**

**Plan early ....but most of  
all, plan!**

**Budget wisely - not miserly**

**Use professional support**

**Get holistic support**

# **Integrated tactics**

**Ask**

**WRAP**

**CIWM**

**LARAC**

**Chartered Institute of  
Marketing**

**Never underestimate the  
power of good  
communications**

