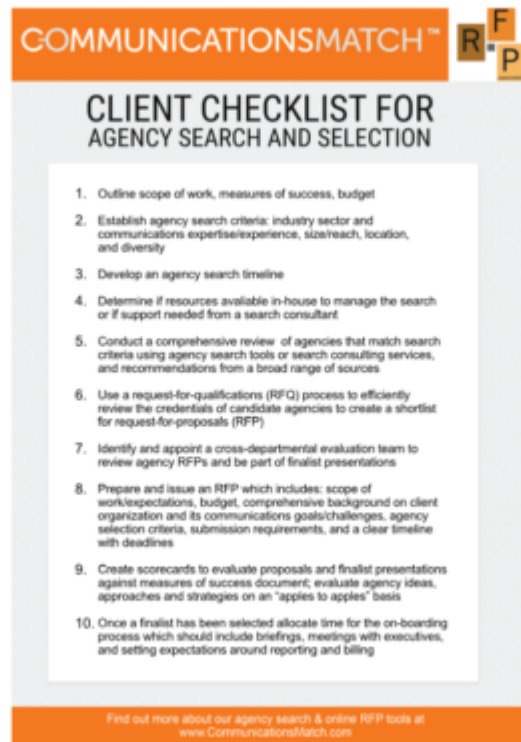


Agency Search Checklist: 10 Things to Build into Your Next Agency Search

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business, marketing and corporate communications leaders make. A thorough and well-structured agency search process provides companies the best opportunity to find the right agency or consultant for an agency-of-record or project.

This **Agency Search Checklist** from **CommunicationsMatch™** and **RFP Associates** helps companies track the steps required for conducting



a comprehensive search. It highlights the importance of defining the scope of work, measures of success and budget to guide a search from beginning to end. It includes conducting a comprehensive review of agencies, using an RFQ or an RFP to select finalists, and offers suggestions for successful agency onboarding.

The Agency Search Checklist is a simple path to follow best practices outlined in the companies' ["Client Guide to PR and Communications Agency Search"](#). For agency search guides, research, videos and articles, go to the [CommunicationsMatch Agency Search Resources](#) page.

[Download the Communications & PR Agency Search Checklist](#)