

Finding Agencies in a Diverse & Digital World (Free Webinar On-Demand)



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Webinar Overview

Agency, Search & Research Experts Will Discuss the Keys to Hiring Success in this Webinar on September 12 at 2 p.m. (EST)

How do most companies find agencies? Frequently, they ask their peers for recommendations. But is this the best way to

find agencies in a diverse and digital world?

Our expert panel will highlight ways to improve the odds of finding agencies with diverse capabilities and ownership that match needs by moving beyond traditional word-of-mouth agency recommendations and peer networks as a primary tool to find communications partners.

Drawing upon research and decades of experience on the corporate and agency side of the business, the panel will detail the benefits of implementing a disciplined approach to search as well as well-managed engagement, interview and reference processes to ensure a good client-agency fit both in terms of capabilities and people.

Our panelists will share ways in which agency search technology, combined with a communications-focused RFP and competitive review process, can help companies generate better search outcomes and result in more productive, longer-term agency relationships.

Moderator

Simon Erskine Locke, Founder & CEO of CommunicationsMatch™.

Locke developed and launched CommunicationsMatch, an agency search and engagement platform with 5,000 listed firms and professionals in 12 countries, to connect companies with agencies that match their needs. He previously founded communications agencies and startups. He previously headed U.S. Businesses Communications at Prudential Financial, was Head of Corporate Communications for Morgan Stanley Japan and Asia Pacific Communications at Deutsche Bank.



Speakers



Tony Cheevers, Head of Business Development at Researchscape.

Tony Cheevers is the vice president of business development for Researchscape, a leading provider of communications-focused research solutions. Tony has extensive experience developing custom-research service solutions to meet organizations' needs for quantitative and qualitative information. Prior to Researchscape, he served in executive sales and marketing positions at Focus Vision, U.S. Postal Service, Schlumberger, KLM Royal Dutch Airways and Virgin.

Neil Foote, President of the National Black Public Relations Society.

Foote is a veteran journalist and media executive. He also teaches digital and social media for journalists, media management and business journalism at the University of North Texas' Frank W. & Sue Mayborn School of Journalism and runs Foote Communications, a media consulting firm. The native of Brooklyn, NY is also founder of PoliticsInColor.com.



Robert Udowitz, Principal at RFP Associates.

Over the course of his career in public relations and public affairs Robert Udowitz has worked at agencies, corporations, and trade associations. Robert and his business partner Steve Drake founded RFP Associates in 2010 after observing the agency selection process from “both sides of the aisle” and recognizing the need to both streamline the search process and improve the methodology by which agencies are chosen and communications campaigns are executed.



Jennefer Witter, CEO/Founder of The Boreland Group Inc.

The Boreland Group Inc (TBG) is a 14-year old public relations agency headquartered in New York City. A 30+ year PR veteran, Jennefer was named one of the country's top ten black CEOs/entrepreneurs by Madame Noire Magazine. TBG was recognized by TheStreet.com as one of five black-owned businesses "making a buzz". Jennefer is the author of "The Little Book of Big PR: 100+ Quick Tips to Get Your Small Business Noticed" (AMACOM).

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