

1. How many years have you been in business?
  
2. How many companies have you worked with for a period of 12 consecutive months or more?
  
3. How many industries outside of technology do you also work with and, which industries are they?
  
4. If you focus only on technology, since what date?
  
5. Please provide examples of how you've created compelling stories for clients that have led to consistent long-term media coverage. Do you have sample documents?
  
  
  
  
  
  
  
  
  
  
6. Please provide samples of work that demonstrate - something where your firm were the original authors - your command for understanding a client's technology. Can we see the documents?
  
  
  
  
  
  
  
  
  
  
7. Please tell me how many different technologies you've worked with in providing PR and / or marketing services and what they are.
  
  
  
  
  
  
  
  
  
  
8. How many people are employed by your PR firm and how many are employed at the office where our account will be serviced?

9. Please define the team of people you are proposing to service our account including, their names and other details to include: title; how long they've worked for your company; years of PR and / or marketing experience; years of experience in technology PR and / or marketing; how many other accounts they work on and which companies they are.

- a. NAME, TITLE:
- b. YEARS AT YOUR COMPANY:
- c. YEARS PR/MARKETING EXPERIENCE:
- d. YEARS TECH PR/MARKETING EXPERIENCE:
- e. OTHER ACCOUNTS WORKING ON NOW:
- f. COMPANY NAMES FOR ACCOUNTS WORKED ON:

- g. NAME, TITLE:
- h. YEARS AT YOUR COMPANY:
- i. YEARS PR/MARKETING EXPERIENCE:
- j. YEARS TECH PR/MARKETING EXPERIENCE:
- k. OTHER ACCOUNTS WORKING ON NOW:
- l. COMPANY NAMES FOR ACCOUNTS WORKED ON:

- m. NAME, TITLE:
- n. YEARS AT YOUR COMPANY:
- o. YEARS PR/MARKETING EXPERIENCE:
- p. YEARS TECH PR/MARKETING EXPERIENCE:
- q. OTHER ACCOUNTS WORKING ON NOW:
- r. COMPANY NAMES FOR ACCOUNTS WORKED ON:

- s. NAME, TITLE:
- t. YEARS AT YOUR COMPANY:
- u. YEARS PR/MARKETING EXPERIENCE:
- v. YEARS TECH PR/MARKETING EXPERIENCE:
- w. OTHER ACCOUNTS WORKING ON NOW:
- x. COMPANY NAMES FOR ACCOUNTS WORKED ON:

10. Please define, if any, who will be the team member that does the bulk of the work for our account and, in a percentage, how much of the work will they do. Define who will do the rest and what percent for each.

- a. NAME & PERCENTAGE:
- b. NAME & PERCENTAGE:
- c. NAME & PERCENTAGE:

11. Are you willing to commit, outside of any team member leaving your company or a leave of absence, etc., that the team you are proposing will not change in any way for the duration of our work with you, unless we pre-approve it?

12. Please describe the typical process for your PR firm to produce a press release, an article, etc. for us. Detail who would do the first draft and who would review it before sending it to us.

13. Please identify the person that will be doing media relations for our account and if more than one, please describe how you plan for these people to divide the work.
  
14. Over the past five years, how many times have you increased your agency's hourly billing rates and what were the amounts of these increases by job title?
  
15. Please detail the hourly rate of each person that would regularly work on our account.
  - a. NAME, TITLE, RATE:
  - b. NAME, TITLE, RATE:
  - c. NAME, TITLE, RATE:
  - d. NAME, TITLE, RATE:
  
16. Please detail your billing process - do you bill in quarter hour segments and if so, do you count anything from 0-14 minutes as a quarter hour?
  
  
  
  
  
  
  
  
  
  
17. Tell me the average monthly bill that you send to your existing clients and to clients last year.
  
  
  
  
  
  
  
  
  
  
18. What requirements do you have for terminating a contract with you?
  
  
  
  
  
  
  
  
  
  
19. Should we know about anything else up-front regarding your contracts, the team you are proposing, your billing or anything else that affects our monthly budget with you?