

## **PRESS RELEASE**

Frankfurt, May 16, 2018

### **First pan-European pitch guidelines introduced**

*Maximum effectiveness and output for both client and agency*

LiveCom Alliance pursues a professional, sustainable and fair pan-European playing field for the live communication industry. Therefore, we are proud to present the first pan-European pitch guidelines. Guidance for maximum effectiveness and output, designed with the input from our ten members. These pitch guidelines shall govern the spirit and the way we approach pitches or tenders, covering the following key elements: clear scope, transparent process, realistic remuneration, respect for copyright and confidentiality.

#### **Pitch guidelines**

In the live communication industry, calling for or entering in pitches is a common way of generating business, and it needs to be treated as a delicate matter. The stakes are high. On the one hand for the client because it determines the potential value of a future partnership, and on the other hand for the agency since it could define the potential of winning a new client or project. Therefore, professional pitch guidelines are essential to guarantee best possible results on both ends.

A set of guidelines will enable clients to adopt to a more professional and effective approach in their call for pitches whilst agencies will be able to objectively weight the investment involved against the chances of success.

#### **1. Clear scope**

The client makes clear in the invitation whether it's a pitch for an individual project or for a multi-year relationship. Detailed information is provided about the nature and scale, as well as a realistic budget forecast. It's also important to mention whether it's a creative, strategic or production pitch or whether it's a combination of these.

#### **2. Transparent process**

In the pitch invitation, the client proposes a clear and transparent process that will remain unchanged throughout and guarantees equal opportunities for all participants. It's important for agencies to know which other agencies they're up against, and ideally limited to a maximum of 3 to 5 agencies. The client also stipulates the nature and scope of the pitch as well as briefing, deliverables, timing and presentation methods. There is also information on the assessment criteria and decision-making procedure and states those involved. Requirements and criteria are relevant and relative to the nature and scope of the assignment.

### **3. Realistic remuneration**

The costs incurred for the submission of a professional pitch by all invited agencies are covered (in part) by a pitch fee. This fee is announced in advance and is in proportion to the requested performance. The winning agency is allowed to incorporate a realistic concept fee in the final budget.

### **4. Respect for copyright**

The copyright applying to the ideas presented, remains the property of each invited and presenting agency and buy off of these rights is not covered by any paid pitch fee. The questions of copyright for the winning agency is governed by their contractual agreement(s) with the client.

### **5. Confidentiality**

All parties entering a pitch process (both agencies & clients) shall treat all information shared during the pitch process with strict confidentiality. Clear, written agreements are made with regard to (any) press contacts.

The 10 LiveCom Alliance member associations have gratefully adopted these pitch guidelines, which were presented by their board members Jan Kalbfleisch, Jaime Sánchez and Ivo Franschitz at IMEX 2018, held in Frankfurt. Adoption by the 10 member associations means a steady roll-out of the initiative among agencies and clients throughout the EU. LiveCom Alliance is confident this will further elevate the ethical standards within the live communication business playing field.

### **About LiveCom Alliance**

LiveCom Alliance is a pan-European network of live communication experts, mainly event association CEOs and chairmen, aiming to develop our industry through exchange of local expertise and best practices. With our yearly LiveCom Alliance Industry Survey we aim to capture the major trends and economic impact for the live communication industry in the world's biggest free trade area. Prior to our pitch guidelines, we presented a pan-European Code of Ethics. Building the future together.

### **Note to editors, not for publication**

In case of questions and/or requests for interviews/presentations please contact:

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### **Disclaimer**

No rights can be derived from these guidelines.

### **Enclosed**

Visual: LiveCom Alliance pan-European Pitch Guidelines