

Big Bang for your Buck - How to Select a PR Consultant

In today's market, it is important to get 'a big bang for your buck' when it comes to investing in public relations.

Depending on your business and communications' objectives, that could be anything from regular, positive appearances about your organisation in the local media, getting the right people to a new product or initiative or having a successful two-way relationship with key opinion-formers.

The right reason for opting to work with a PR consultant is when you recognise that you have a specific business objective that requires professional and skilled help not currently available within your organisation.

The wrong reason is when you do not have a clear idea of what you want to achieve from using PR as part of your marketing mix.

The size and estimated length of a project, as well as available budget, will all be deciding factors in whether you appoint a freelance consultant, a small consultancy or a larger consultancy.

Whichever route you choose to go down, don't forget to ask for client recommendations (and do follow them up), professional qualifications, any possible client conflict of interests, and of course, check for membership of the Chartered Institute of Public Relations.

There are more than 260 members of the CIPR working in Northern Ireland and all sign up to a strict code of conduct and professional ethics.

Joanne Sweeney is Chair of the Chartered Institute of Public Relations (CIPR) and is a senior consultant with dcp strategic communication. DCP can be contacted by phone on 028 9040 2296, online at <http://www.dcpir.co.uk/> or by [email](#).

The content of this article is provided for information purposes only and does not constitute professional or other advice.