



HEALTHCARE  
COMMUNICATIONS  
ASSOCIATION

# PITCHING CODE OF CONDUCT



AS A GOOD CLIENT WE WILL...	AS A GOOD AGENCY WE WILL...
Only pitch when we have a genuine requirement for agency support	Decline to pitch if we cannot devote the appropriate time or dedicated account team to the pitch and subsequent business
Consult the incumbent before briefing other agencies	(As the incumbent) expect an honest appraisal of the background to the pitch
Prepare a thorough written brief and set aside time to clarify the brief/answer questions	Expect a thorough written brief and the time to speak to/ opportunity to meet the client team to ask questions and clarify the brief
Involve all key stakeholders, including procurement and communications, from the outset of the process and allow equal access to them	Engage with all key stakeholders from the outset of the process
Share other key aspects of the marketing mix if appropriate, so that an integrated communications plan can be proposed	Share ideas in good faith that they will not be used by another winning agency
Allow at least three weeks between receipt of the brief and the actual pitch date to give time to prepare, and if possible provide a choice of dates	Require sufficient time to respond to a pitch brief (at least three weeks) and would welcome a choice of dates for the pitch
Limit the number of agencies pitching to no more than four and share this number with all those involved	Reserve the right to leave the pitch process if the number of agencies is discovered to be too high
Ensure everyone's time is put to best use by exploring parameters that could be 'deal-breakers' (e.g. team chemistry, billing rates) in advance of the pitch	Take part fully in any pre-pitch selection criteria such as chemistry meetings and procurement discussions, with openness and honesty
Explain the criteria you will be assessed against	Decline to pitch if we are unable to meet the requirements of the brief or lack the required expertise/ knowledge
Give a clear indication of the programme size and scope and if possible, provide a precise budget	Commit to present proposals that come within the budget where one is given, but not be constrained by budget where no indication is given, nor expect to be judged for this
Not ask for an entire programme to be accompanied by detailed budgets and timelines at pitch stage	Provide billing rates and guideline costs for programme elements
Expect to see at the pitch the actual team who will be working day to day on the account	Ensure that the pitch team as far as possible represents the actual team who will be working day to day on the account
Ensure that the key decision-makers are present and that there is consistency in attendees at all agencies' pitch presentations	Ensure that any senior presence at the pitch will be reflective of their continued involvement if awarded the business
Set a date by which a decision will be made and constructive feedback given and keep you informed if this changes	Appreciate timely, honest and constructive feedback as soon as possible following the pitch decision