



**IAPI AND AAI ACCREDITATION
OF PITCH CONSULTANT
(CREATIVE / MEDIA)
Application Form**

NAME:

COMPANY:

TIME PERIOD

From:

To:



If a pitch consultant wishes to be considered for accreditation please fill in the following form and return it to:

**IAPI, 12 Clanwilliam Square, Grand Canal Quay, Dublin 2
or via email to charley@iapi.com**

The application may be submitted as a presentation.

Please answer the following questions - attach extra sheets if required.

Company & Position

Please provide details of your company and current position.

Detail if you are currently sitting as a Board Director of a communication agency.

Confirm what other Boards (if any) you sit on.

Experience & Qualifications

Outline your experience in the advertising / media industry, including any qualifications you feel you have to carry out your role as a pitch consultant.

Pitch & Evaluation Process

Submit in writing your recommended pitch process and agency evaluation process.

Pitching Guidelines

As part of the accreditation process, we require approved pitch consultants to sign up to the IAPI code of pitching.

To what extent do you adhere to the code of practice developed by IAPI in conjunction with AAI?

Please be specific and detail any areas where your preferred process differs from ours.

Conflict of Interest

Please give details if you are working with or have any involvement in work being carried out either directly by you / your company that IAPI or AAI may define as a conflict of interest.

If applicable, please give details of media you may buy or audit in connection with your role.

Research tools

Please state the research tools you are a subscriber to e.g. Nielsen, JNLR, JNRS etc.

Remuneration

Please outline your preferred remuneration methodology (i.e. how you get paid) – project fee / based on number of hours / meetings / other methodology etc.

Review

Do you provide an agency-client review after a 'probationary' period of an agency appointment? Please provide details.

Accreditation Sought - *Please tick the relevant box(es).*

Creative

Media

The next steps:

Once you have submitted the information as requested to IAPI, your application will be processed and accreditation will be awarded to those who meet the minimum threshold of 70 out of 100 as per the scoring guidelines below.

If you have a query about your accreditation the IAPI CEO would be happy to meet to discuss your application further.

Scoring

1. Company & position	5
2. Experience & qualifications	15
3. Pitch & Evaluation Process	20
4. Pitching Guidelines	20
5. Conflicts of Interest	10
6. Research Tools	5
7. Remuneration	20
8. Review	5

Terms and conditions

The accreditation is for a period of two years, from the date of acceptance. After this time expires, a new accreditation should be applied for.

By signing this form, you confirm that you agree to treat all industry information on agency pitches, costs and processes as confidential.

Please print out the terms and conditions below on your company headed paper with your signature and date signed and post or email this with your application.

I agree to support the pitch guidelines and advise all clients that I deal with of their existence, and the importance of complying.

Signed:

Date:

Promoting

Once you have been accredited, both IAPI and the AAI will promote you to clients via their websites.