

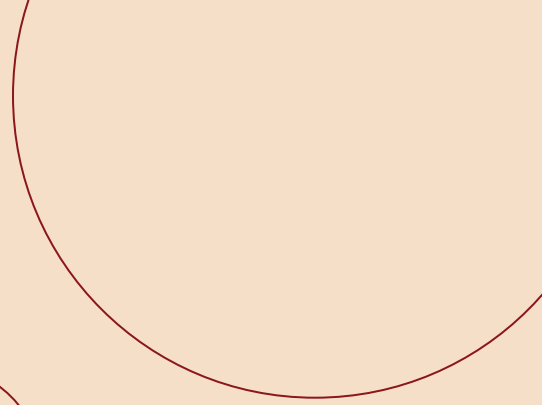
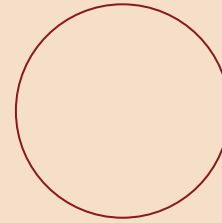


Agencies v Attractions

What you both need in the battle for a great relationship

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175 hrs.



175 hrs.

22 days

£100ph x 8 x 22 = **£17,600**

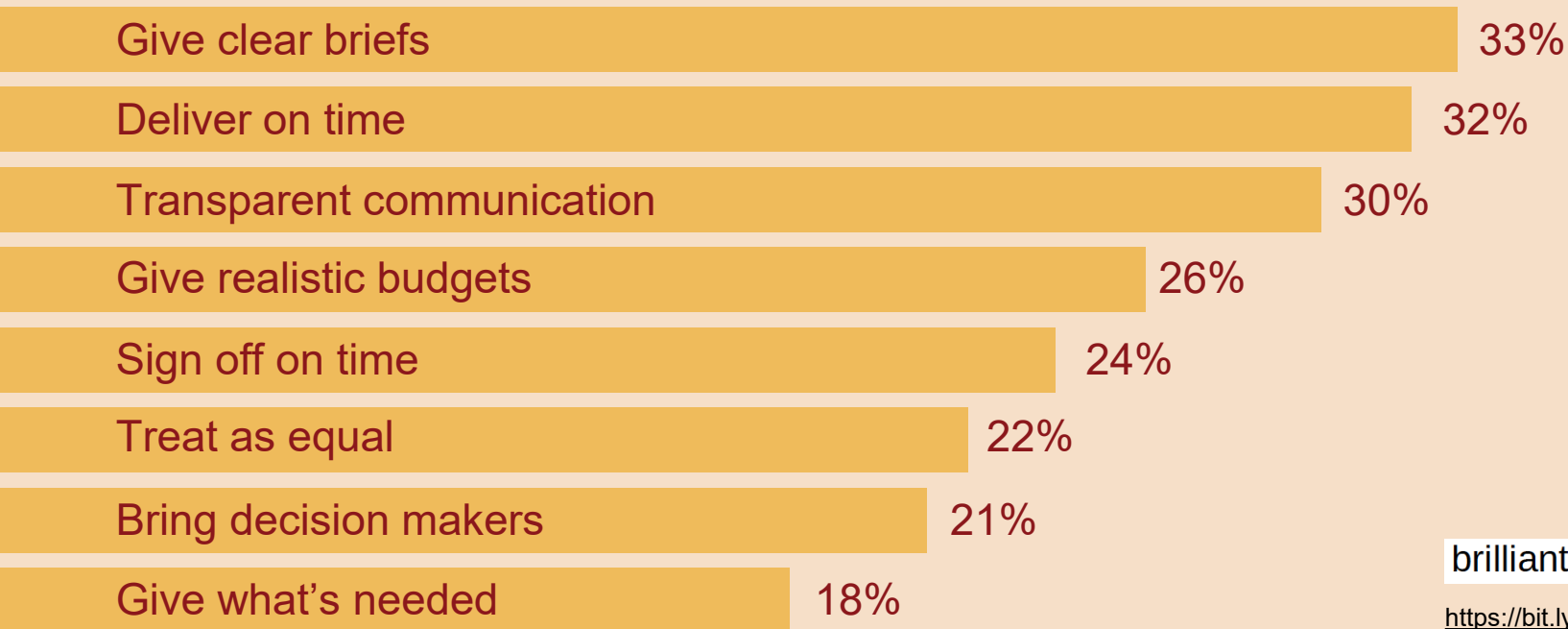


Partner.

Trusted with the information we needed to
deliver on and even exceed your objectives.

**What do agencies really want
from their clients?**

What do agencies really want from their clients?



6 Agencies

10 Attractions

3 things you wish your clients would do better.

3 things you wish your agencies would do better.

**“Involve all stakeholders
from the start of the project
for internal alignment”**

Agency




**“Trust the people you’re
paying for their expertise.”**

Agency

Agencies want attractions to:

Be clearer about their needs and expectations	100%
Maintain transparency and engage in open, ongoing communication	100%
Plan ahead and set realistic budgets	83.33%
Trust the agency and treat as a true partner	83.33%



**“Drop the smoke and mirrors -
we can tell when things aren't
going well with the team”**

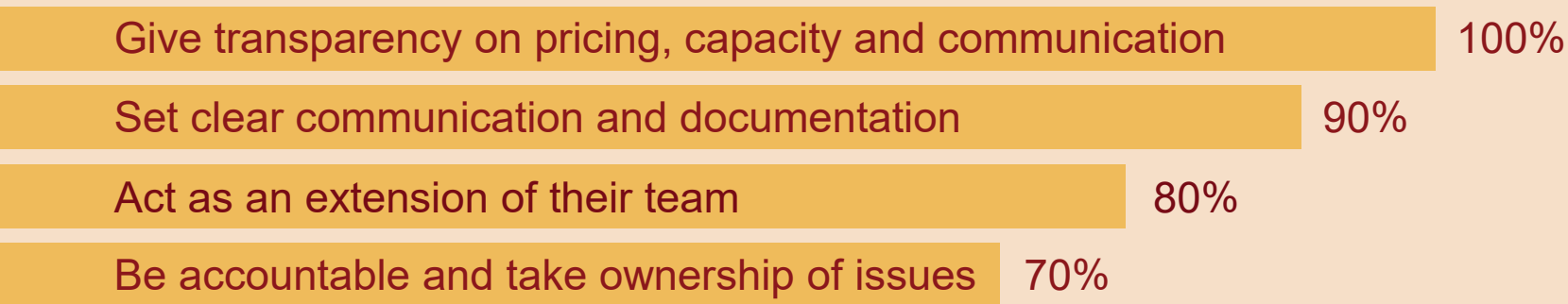
Attraction

“So many agencies ‘think they know you’ simply by looking at your website.

We want agencies to live and breathe what we do”

Attraction

Attractions want agencies to:



You both want the exact same things:



Transparency

**Clear
Communication**

**Collaboration and
Partnership**

Tips: Transparency

Attractions

1. **Tell us your budgets and align your expectations.**
2. **Trust in your experts.** You've chosen them, they're experienced, you like them - now trust their advice, feedback and processes.

Tips: Transparency

Attractions

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Agencies

1. **You say briefs are often unclear** - educate attractions on what you need from the start.
2. **Trust is paramount from the start.** Give upfront clarity on pricing, for projects and ongoing support.

Tips: Clear Communication

Attractions

1. **Involve ALL the stakeholders in the brief creation process,** from marketing, operations, front of house.
2. **Allocate a realistic amount of time to the project.** If you can't fully commit to the project, you won't get the results you want.

Tips: Clear Communication

Attractions

1. **Involve ALL the stakeholders in the brief creation process,** from marketing, operations, front of house.
2. **Allocate a realistic amount of time to the project.** If you can't fully commit to the project, you won't get the results you want.

Agencies

1. **Acknowledge the attractions internal challenges.** You need to know when their busy periods are and flex up/down accordingly. Get face to face more frequently.
2. **Have the difficult conversations early.** Clients aren't stupid, they know when something's not right.

Tips: Collaboration and Partnership

Attractions

1. **Tell your agency everything.** Dreams, aspirations, highs and lows.
Give them access to the big picture stuff.
1. **Set your expectations for communication upfront.** Be clear on what is good communication and what that means specifically for you.

Tips: Collaboration and Partnership

Attractions

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Give them access to the big picture stuff.
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Agencies

1. **Assess how regular your communications really are and from who.**
2. **Engage with ALL the teams and stakeholders.** Interview the FoH team, talk to Operations, chat to catering - the client relationship doesn't end with the marketing team.

Agencies + Attractions



Transparency

**Clear
Communication**

**Collaboration
and Partnership**

Want to know what else was said in the research?!

Sign up here to access all the anonymised answers from agencies and attractions.

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