

**PLEASE,  
DON'T SPOIL  
THE CREATIVE INDUSTRY**





## **Creating unique customer experiences via live events is a trade on its' own.**

**Only the best agencies have the skills to come up with sharper strategies, bolder concepts and flawless execution. Because the best agencies have the best talent in house.**

In order to protect the value of their ideas and to avoid talent drain, 36 event agencies, members of the association of communication companies, have developed a Pitch Charter together with the Union of Belgian Advertisers.

The ACC/UBA Pitch Charter sets out the rules for healthy competitions: It claims that prospects should ideally select their event agency through chemistry meetings. Certainly, if the budget is below 25K. Above 25K, prospects could ask maximum 3 agencies for strategic or conceptual advice. Including the incumbent agency, that makes maximum 4.

That should be enough for free inspiration, no?

Yet, many prospects invite up to 5, 6, even 10 agencies. Or anyone who is interested. They don't seem to realise the time and talent they are wasting.

Which is why acc-event agencies will no longer accept pitches with +4 agencies. Prospects who refuse to listen to the reasonable arguments of the ACC/UBA Pitch Charter will receive a Spoiler Award from now on and might encounter difficulties finding a top agency.

**Because talent should be nourished; not abused.**

**acc**belgium

*More information on [www.accbelgium.be/pitchcorner](http://www.accbelgium.be/pitchcorner)*

*ACC/UBA Event Pitch Charter: ask [johan.vandepoel@accbelgium.be](mailto:johan.vandepoel@accbelgium.be)*

*There are separate pitch guidelines for governmental pitches, where these rules don't apply.*