

IN-HOUSE VS AGENCY

"It takes 20 years to build a reputation and five minutes to ruin it."

Warren Buffet

IN-HOUSE

Initially appears cost-effective: one salary

Daily pressures of business to work on non-PR tasks

Knows what's happening in the organisation and is instantly available

The press prefer to talk to an in-house person

AGENCY

Access to a team of PR professionals

Focused entirely on PR

Well versed in your company, all aspects of your industry, competition as well as the media

Has broad connections with journalists and understands their world



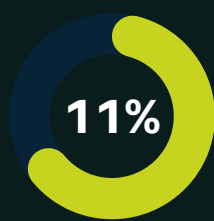
68% of the UK PR sector works in-house



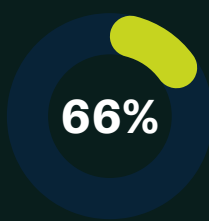
20% PR professionals work in agencies



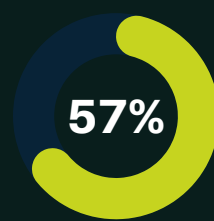
12% of UK PR people are independent practitioners



Only 11% of the UK PR sector are aged above 55



Women outnumber men in PR by 2:1



The parents of 57% of UK PR people did not go to university

Source: [CIPR State of the Profession report](#)