



Using sponsorship consultancies: the insource/outsource debate

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Strengths and weaknesses

INTERNAL RESOURCING

EXTERNAL RESOURCING

STRENGTHS

- “On strategy”
- Tight control
- Internal networks

- Specialist experience
- Overcomes credibility/politics
- Resourcing flexibility
- Speed to market
- Easier to get rid of

WEAKNESSES

- Time consuming
- Headcount
- Hidden costs: time, resources

- Culture clash
- Staff turnover
- Perceived high cost

Resource internally

Where:

- The activity is part of your core CVP
- You already have the necessary skills and can use them
- The activity is of critical value to the company e.g. customer contact
- Where there are no suitable resources available externally.

Outsource

- To improve service quality/access best practice:
 - Where you need specialist skills that are not an essential core competence
 - Where speed to market is critical
- To overcome internal barriers:
 - Where the supplier delivers perceived authority/impartial advice
- To maintain cost discipline:
 - Where resourcing flexibility is needed
 - Where levels of administration will be high

Thank you.



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