



# UNDERSTANDING THE EMPLOYER PERSPECTIVE

Presented at AMWA-DVC Third Annual Freelance Workshop  
January 15, 2005



# Key Factors for Selecting Freelancers

- Experience specific to disease area/product class
- Experience in specific deliverable (e.g., print-based CME)



# Meeting Client Expectations

- You are the expert
- You are available anytime, all the time
- You will meet all deadlines, no matter how unreasonable
- You can read the end client's mind



# Working With Clients

- Pharma companies
- Agencies
- Production companies
- Communications companies
- Training companies
- Others



# Pharma Companies

- Generally the best client
- Demanding but not inflexible (except with launch dates)



# Agencies

- Most of their work is pre-pre- or pre-launch
- Declining as source for freelancers



# Production Companies

- Helps to understand production (video, CD-ROM, print, meetings)
- “We love it!” (today, unless tomorrow the end client doesn’t love it, then they didn’t like it in the first place)
- It’s never their fault (you will always be the scapegoat)



# Communications Companies

- Unpredictable
- Project management can be inept (Guess what? It's your fault!)
- Internal staff can be overworked, overpaid, or both





# Training Companies

- More and more, this is where pharma companies are spending their dollars
- Internal skill level inversely proportional to size (small = highly skilled)



# Others

- Associations
- TWB
- ?

Presented at AMWA-DVC Third  
Annual Freelance Workshop,

1/15/05



## SUGGESTIONS

- Leverage your experience
- Acquire new skills/experience whenever possible
- (Despite all my negative characterizations) don't turn down work from anyone unless you sense it's a doomed project
- Know your client
- Cover your posterior; SOWs are best (clear and detailed)