



AWR

The impact on talent in digital marketing



Propel

Est. 2001

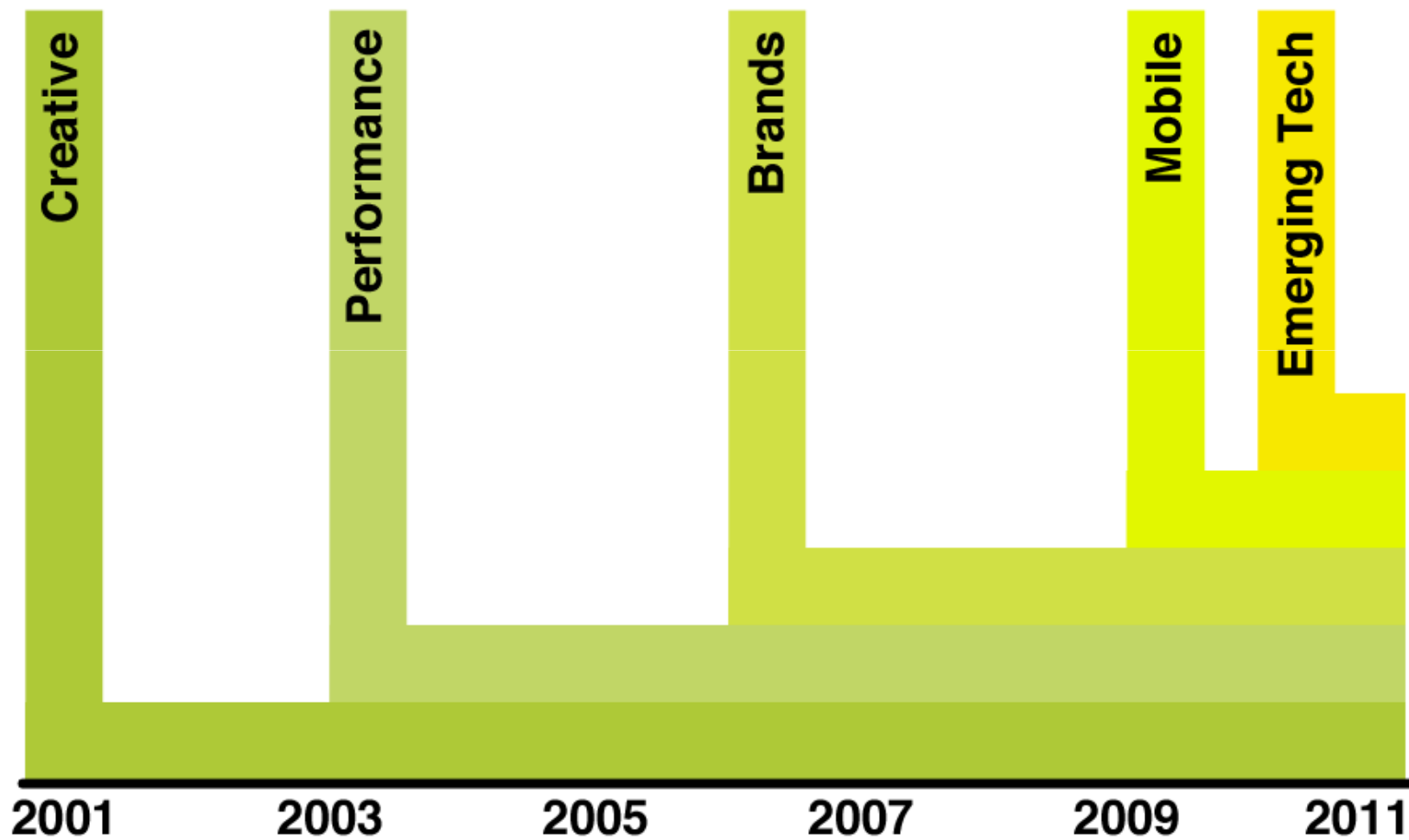
Independent

Pure digital focus

30 consultants plus support

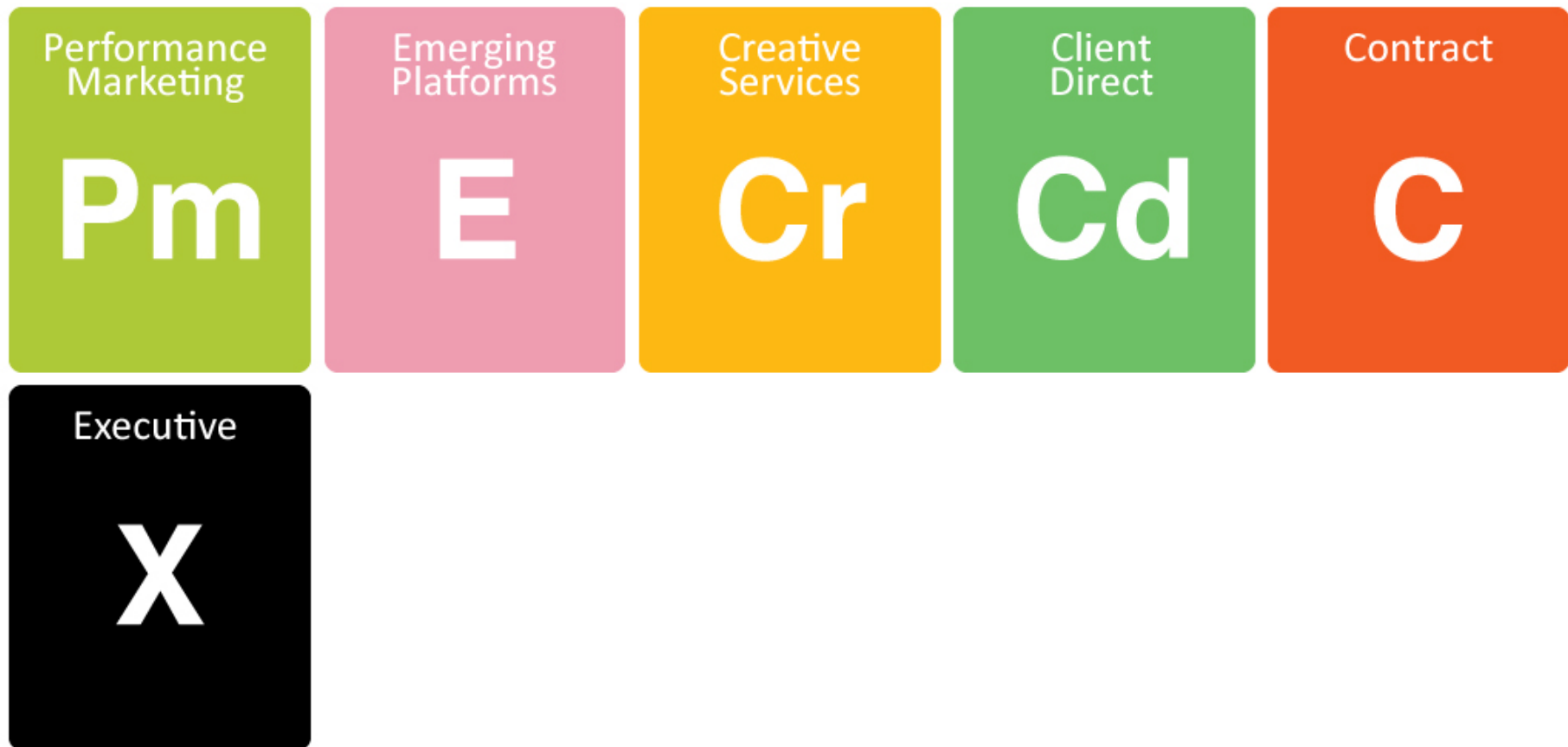


Emma





The present.





Digital and Contractors

- Pitches
- Short-term projects
- Poor future planning
- Diverse skill sets

En... to Facebook





Key thoughts

- Contractors can expect more protection
- Money could become less of an issue
- Freelance provides a refreshing change

E





Key thoughts

- What are the risks of being reliant on contract workers?
- How can you sell the permanent option?
- How do you keep control of your essential contract function?



Thanks

Any questions?