

Are you an **architect running your own office**, either alone or with other partners?
Can you spare us some time to fill in the following **questionnaire**?

This questionnaire has been developed for **the issue # 3 of the WONDERLAND magazine**, focusing on on “**Going Public**”, and the role of PR for emerging architecture practices.

Out of this questionnaire, we will develop some statistics. Obviously, all the individual information will be kept private, and will only be used for this survey.

More information about the magazine can be found at www.wonderland.cx or by contacting us directly: survey@wonderland.cx. The magazine focuses on the How of architecture profession in Europe.

Thank you in advance for your help!

Silvia Forlati & Marie Terese Tomiczek / SHARE architects

To send us the filled in form you can choose one of the following options:

- e-mail to: survey@wonderland.cx
- fax to: +43 (1) 817 78 30
- mail to WONDERLAND magazine
to the attention of Silvia Forlati
Breitenfeldergasse 14/2
A-1080 Vienna, AUSTRIA

The questionnaire is a pdf file. If you do not use Acrobat full version, please print the unsaved version and fax it/ post it to us!

GOING PUBLIC?

About you...

Country where you are practicing?			
Sex	F	M	Office age: nr of years
Offize size: nr of partners		Number of co-workers	

Why?

Do you think going public for an architect is **important**? (*one answer*)

Yes, it is a must! Without publicity you do not exist.

No, it is nonsense! Our job is building, not PR.

Partly, it makes sense at some point of the career, but the investment should not be too much.

What do you most of all **expect** by doing PR? (*one answer*)

Get more projects/ increase turnover

All of them

Get recognition/ increase reputation

None of them

Make friends

Have no expectations

Get feedback

Where do you see the **difficulties** to get yourself/ your work known?

It takes a lot of time

There is a lot of competition

It takes too much money (pr consultant, photographer, print-outs, etc.)

It takes a lot of personal connections that we do not have

If you are good, it comes from itself, so there are no difficulties at all!

What?

Do you have a **PR strategy** in place? (*one answer*)

We have one and we follow it through.

We have one but never really manage to follow it consequently.

We do not have a strategy, but we do anyway PR as it comes.

No, we do not have a strategy and do not do PR!

What do **you promote the most?** (*one answer*)

Ourselves

The work we do

Our specific approach

Architecture in general

Nothing specific, we respond to what is requested by the journalists.

Which format?

Which **formats** are the most effective to get your practice/your work known? (*ranking - top 3*)

Our practice website

Sending projects for prizes, etc.

Office brochures

Being member of networks

Being on specialized websites

Having office parties

Being part of networks

Christmas cards

Taking part in events (radio, TV, teaching, lectures)

Other, please specify

Sending press packages/ trying to get published

Marrying well (well established photographer...)

Did you ever team up with other colleagues, promoting yourself **as a group** instead of individual practices? (*one answer*)

Yes, and we would do it again

Yes, but we will not do it again

No, it makes no sense

No, but we can imagine to do it

Networks membership

National architecture networks

International architecture networks

Lobbying networks (Round table, Lions, Rotary,)

Other, please specify

Are you present on an **internet platform**? (*one answer*)

Yes, architecture internet platform, free of payment.

Yes, architecture internet platform, with membership fee.

No, because we are not interested in it.

No, we never had the chance.

Other, please specify

Who?

We **develop** our PR (*one answer*)

by ourselves (in-house team/ assistant,...)

with the help of an external consultant

with the help of a PR agency

Who is **dealing** with all this in the everyday practice? (*one answer*)

One of the partners, we need somebody in charge.

Whoever has time to do it, it doesn't really matter.

A specific employee/co-worker. It is routine work that does not need to be done by a partner.

An external person. You need a certain level of specialization.

A specialized agency. PR is important and you need the right consultant.

For whom?

Our main aim is to get **coverage** on

Local media, they are the reference for our potential clients.

Regional/National media, because that is where we work

International media, we are interested in a more global recognition.

Whatever, we do not have preferences

Other, please specify

The **public** we mainly trying to reach is (*one answer*)

Specialized public/colleague – only they understand what we are talking about!

General public – everyone could be our next client

Other professionals in the field such as developers and investors - we need big clients

Indifferently, we do not know our target group, and they don't know us

The press

In order to **contact journalists** we mainly (*ranking - top 3*)

send press releases out only to journalist we know personally

send press releases out to as many journalists as possible, and wait on a reaction

hold press conferences regularly

show up at press conferences organized by clients

invite journalists to the building sites

invite journalists to the office

go to the cafés where these folks hang out

We have never dealt with a journalist professionally

We have an agency, they do it for us

We wait to be contacted

We do a **press release**

Every time we finished a building

Every time we get a prize in a competition

At all the milestone stages of a project (breaking ground, topping out...)

When we get a new project in the office

Every time we participate in an exhibition/event

We would like to send them but often forget

They are of lower importance than most of our other work, so we don't bother

In a **press release** we include

Text	Sketches
Digital Photos	Diagrams
Transparencies and or slides	Office description
Plans, line drawings	Other

We think that the **press reacts** more if

- The material we send includes ready to publish photos/ drawings
- The material we send includes a good text, so they can copy/paste
- The project has been designed to photograph well
- The building/realization is good, not matter how the material is
- They have already heard about us
- The client is well known
- It is the concept what counts!
- We have no clue what these journalists want to know
- Other, please specify

It helps if

- We are part of networks (such as Wonderland)
- We take controversial stands in panel discussions
- We do exhibitions
- We do not care, we just go on with what we are interested doing
- Other

We hire a **journalist/agency/critic** for text writing for *(one answer)*

- Each of our projects, because good texts are important!
- Some of our projects, it is not always necessary
- We do it ourselves, the texts are good enough.
- We do not have text
- We have journalistic background in our team, so we do not need to outsource.

We hire a **photographer** for *(one answer)*

Each of your projects!

Some of your projects

When our photos have not turned well enough to publish

We do not have professionally made photos, we take them ourselves

The **right photographer** is for us *(one answer)*

Somebody who is cheap, what counts is the building, not its photo.

Somebody who is acceptably good, but cost is a factor in our choice

Somebody who is the best, costs what it costs!

We think that **manipulating/ retouching photos** is *(one answer)*

Acceptable, as everybody else does it

Unacceptable, the photos should show what is there in reality, including the mistakes

Sometimes necessary, as we need the publicity to survive

We do not really have an opinion about it

Investment

How many **hours** do you invest in PR activities per month?

How many **hours** do you invest in PR activities per project?

How much **money** do you pay for

an agency or an external help, if you are using /project

for a photographer /project

Did you ever

have to pay to get published?

have to commit to buy a certain amount of publications, in order to get published?

Success rate?

How **successful** are you with your PR? (*one answer*)

very successful

reasonably successful

not enough

not at all

Success rate of your **press releases** (*one answer*)

Less than 20% end up in a publication

Between 20 and 50% end up in a publication

Between 50 and 70% end up in a publication

More than 70%

We have never sent our a press release

Number of **commissions** your received thanks to

Office brochure

Publications in various media

Web page

Participation in exhibitions

Other PR presence (please specify)

Total nr of **publications**

1st year of existence of the practice

2nd year

3rd year

4th year

5th year

6th year

Your story

Where was your most successful PR action/strategy?
What did it bring you?

Was this *(one answer)*

By chance, it was an unexpected side effect of something else

It was the result of a conscious strategy

We got selected, and had to do nothing for it

Thank you for your time and help!