

## WORKSHEET 18 · CHAPTER 18 · AGENCIES, INFLUENCERS, AND PARTNERSHIPS

# External Partner Evaluation Template

Print, complete by hand, or use as a working review sheet.

## Instructions

Complete for every external partner engagement: agency, designer, influencer, or strategic partner.

## Partner Details

### Name / Company and Category

Agency / Designer / Influencer / Strategic Partner.

### Engagement Type

Retainer / Project / Performance / Barter.

### Cost and Contract Duration

## Evaluation Criteria

### Sector Experience

% of work in hospitality.

### Attribution Infrastructure

Yes / No. Method.

### Exit Clause and IP Transfer

**Primary and Secondary KPIs****Influencer / Agency Checks****Influencer Metrics**

Follower count, engagement rate, audience location match.

**Attribution Method**

UTM / promo code / both.

**Agency Reporting**

Frequency, metrics, references checked.

**Review Date and Decision**

Continue / Modify / Terminate.