



Waiting for a Winter Wonderland

Dear JWA Clients and Friends,

It has been quite a year for all of us here at JWA, and with lots of different clients to challenge us and keep us on our toes, we have found new ways to grow and make our own unique place in the exciting and turbulent world of marketing and PR in the Czech Republic.

One of the highlights for our team this year was the setting up of a new 'sister company' to be known as Czech Sports & Music Agency s.r.o. ("CSMA"). CSMA is focusing purely on the promotion and marketing of both individual sports people and musicians, and the organization of sporting and musical events (www.csma.cz). One of CSMA's key projects to date has been its involvement in the much-anticipated "SkiPark Chuchle", an outdoor ski track where everyone from serious skiers to young children can ski, train and learn to ski throughout the winter in a fun and safe environment near the centre of Prague. The brainchild of Czech Olympic ski champion, Kateřina Neumannová, the park is scheduled to open in January, 2012 (weather permitting, of course), and we will all be closely involved. We hope you will hear more about CSMA as we go through 2012.

Despite the emergence of CSMA, JWA has continued to be as hectic as ever, being kept busy by our regular PR clients, and organizing several successful events, product launches and other

activities for a range of different companies. These have allowed us to showcase the agency's diverse skills and expertise in putting together everything from an Oktoberfest-themed birthday party, to a high profile press conference, to the unveiling of a new luxury real estate development. Whatever happens, all of us at JWA are looking forward to the many new creative challenges that our clients are sure to bring in 2012!

Finally, JWA is proud to have joined the International Business Forum's Prompt Payment Policy (PPP), and urges other businesses to support each other by doing the same. Use the PPP logo on your website and marketing materials to let your clients and partners know that, despite the gloomy economic climate, you will pay on time!

Wishing you all a very Happy Christmas and a successful New Year!

Jovanevce



INTRODUCING NEW MEMBERS OF OUR TEAM



Markéta Hessoová joined JWA Prague after finishing her bachelors' degree in Marketing Communication and Public Relations at Charles University in Prague. During her studies she spent one year in the UK and was actively involved in various marketing projects in the Czech Republic and Germany.

Before coming to JWA, she gained valuable working experience in the Ogilvy and Mather Group in Prague. Markéta speaks fluent Czech, English, German, and is currently studying Italian and Spanish.



Lucie Panchartková recently joined JWA, and has since been working on business to business projects for clients in real estate, hospitality, and the food service industry. Before joining JWA, Lucie worked as a dedicated sales and marketing specialist for communication in an international pharmaceutical company. She also spent one year in California gaining experiences abroad.

Lucie speaks fluent Czech and English, as well as intermediate French. In her spare time, Lucie enjoys Fit-Boxing, cinema, music and a daily dose of chocolate.

RECENT EVENTS



2nd December, Augustine Hotel - JWA organises the fourth annual Christmas Party for the International Business Forum.



13th October, Expat Expo - For the second year running, JWA was proud to help make the Expat Expo a success!



8th November, Augustine Hotel - JWA organised a press conference to announce the new SkiPark Chuchle, with partner and Olympian, Kateřina Neumannová.



16th July, Letenský zámek - In honour of Tim Duffil's 40th birthday, JWA threw a fantastic Oktoberfest-themed party. Proust!

MARKETING TIP:

We talk a lot in our own training and with our clients, about remembering that we are all walking billboards that advertise our company. Of course, if you are selling toothpaste then how you appear in public is unlikely to affect a customer's decision as to whether to buy. But if you are selling a service, remember that clients are "buying" you or your staff. And in a village like Prague, you can never be sure when a potential client might see you/speak to you/hear about you, and what they see or hear could be the difference between getting the business or not!

OUR CLIENTS IN THE SPOTLIGHT



Brammer is the leading pan-European distributor of industrial manufacturing equipment for the MRO (maintenance, repair, overhaul) market. Brammer's extensive product range covers bearings, mechanical power transmission products, pneumatics, hydraulics, seals and industrial automation, as well as a complete range of tools, maintenance and health and safety products.

The company is an authorised distributor for many of the world's leading brands including SKF, NSK, Renold, Gates, Timken, Siemens, Simrit, Gates (belts), 3M and Schaeffler UK. Brammer also supplies products to major manufacturing companies such

as BMW, Cemex, Crown, and Daimler AG.

Brammer employs more than 2,500 people in more than 325 locations in 15 countries throughout Europe. Most have National Distribution Centres. With a turnover in excess of €475 million (£426.1 million) in 2009, the company offers a range of more than 2,500,000 products lines to more than 100,000 customers.

For more information, visit the company's website at www.brammer.biz