



LOOK OUT FOR.... SKIPARK VELKÁ CHUCHLE!

Dear JWA Clients and Friends,

Having successfully launched SkiPark Velká Chuchle last year after months of preparation and discussion, JWA is looking forward to kicking the whole thing off again in the next couple of months; weather permitting! After one of the mildest winters on record last year we are all keeping our fingers crossed that the forecasters are right, and the temperatures are soon going to start dropping.

SkiPark Velká Chuchle offers cross country skiing, training and all sorts of other activities, all within a few minutes of the centre of Prague. If you would like to get involved or would like information on becoming a sponsor, advertising on the course or using the venue for a company event, then let us know!

Of course, that is not all we have been up to! JWA and CSMA recently worked together with the International Business Forum (IBF), of which I am a member of the board, to host a Women in Business Seminar called "Question Time: What do Women Want in Business... and in Life?". It was a great thrill to moderate this event, and spend the evening with

the truly remarkable women on the panel: Marta Guthová, the Executive Director of Czech Aeroholding and one of Hospodářské Noviny's top 25 women of Czech business; Lejla Abbasová, actress, moderator, model, and founder of the Asante Kenya foundation for children; and Kateřina Neumannová, Olympic gold medal winner and a World Champion cross-country skier. Please feel free to visit the IBF's website for more coverage of the event!

If you find yourself wanting to hear more from the world of marketing and PR between newsletters, you can visit my regular blog on PragueConnect.cz. There, I speak about everything from getting started with marketing, using (and over-using) social media, and much more. If there is a topic that you are interested in hearing about that I have not yet covered, please feel free to let me know.

JWA wishes you all the best this season!

Sincerely,



MEET

CSMA

Czech Sports & Music Agency s.r.o.

The Czech Sports and Music Agency (CSMA), as some readers may know, was established in 2011 as a sister agency of JWA. CSMA specializes in the promotion of established and rising stars from the worlds of sport, music and entertainment in the Czech and Slovak Republics, and elsewhere in Central Europe. Currently, CSMA is busy with the promotion of one of cross-country skiing's top athletes, Martin Jakš, plus, of course, starting to work on the marketing of SkiPark Velká Chuchle, with the aim of it becoming *the* place to ski this winter!

If you would like to learn more about CSMA, or receive its newsletter, please contact info@jwa.cz, or info@csma.cz.



IN BRIEF



JWA WON THE TENDER FOR A PROMOTIONAL EVENT FOR THE MALDIVES TOURISM BOARD! - JWA is proud to have organised the Maldives Tourism Road Show, which took place in Prague on the 8th of October. Tourism operators from across the CR ventured to Občanská Plovárna to taste the sunny side of life!



PRESS TRIP TO THE NEW KEMPINSKI HOTEL CATHEDRAL SQUARE IN VILNIUS, LITHUANIA - One of JWA's senior account managers took five of Prague's top travel journalists on a luxurious three-day press trip to the new Kempinski Hotel Cathedral Square as part of its ongoing promotion of the Kempinski brand.



VRL PREPAID FINANCIAL CONFERENCE - JWA was appointed as the PR agency for VRL's Prepaid Summit Europe 2012, which took place in Prague on 1st and 2nd October. Our role was to handle the publicity in the lead-up to the conference and to generate media interviews for some of the star speakers and sponsors attending on the day. Such was the level of the speakers' expertise, and the interest in the topics being discussed, that, for once, this proved relatively easy!



SECOND ANNUAL UNICEF CEE CUP - Many afternoons of football fever were enjoyed throughout the summer, with Mladá Boleslav again emerging as the winner after a close match with Sparta Praha. JWA is happy to have helped to organise such a charitable and successful venture, and we look forward to another great season in 2013! Keep checking the news from JWA for all the details on the third annual UNICEF CEE Cup next summer.

MARKETING TIP:

If the 2012 American election campaigns have taught us anything, it is that even the smallest social media blunder can cause enormous damage to an otherwise carefully developed reputation. This is an even greater truth in business, where the average consumer's memory seems to be considerably longer. While Facebook, Twitter and LinkedIn may seem like simple, innocent and effective tools to boost your business, they also allow you to cause significant damage to your company's profile with just the click of a mouse. This quarter's Marketing Tip is not for you to give up on Social Media, but to treat it with the same gravity as you would anything else that leaves your office – spell-check, proof-read, and have at least one other person read it before you press "send"!

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any other real estate-related assignment in the commercial or residential property sector, you can depend upon TVO Europe, TVO North America and their operating affiliates to be in total alignment with the interests of their clients.

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