



SPRING IS IN THE AIR

Dear JWA Clients and Friends,

With the first signs of spring in the air I have cheered up no end, as this winter has seemed a real battle - in more ways than one! The New Year, though, kicked off with some exciting new projects and a couple of pitches that we are still waiting on – new clients include Gardiner & Theobald and TVO Europe, both, you will note, in the property sector. Is this a sign of things to come?!

Right now, the JWA team is gearing up for the start of the PIM Running Circuit 2011, which kicks off on 2nd April with the Hervis Prague Half Marathon. This is the second full year of our work with PIM and we are very proud that we have seen such an amazing evolution of the races during this time, including a deluge of positive race coverage in both local and foreign media, increased exposure on radio and TV, a huge spark in the number of runners taking part and the highest number of participants on record for the Hervis Prague Half Marathon last year! As you will read, our work with PIM was also short listed by the European Excellence Awards in PR for 2010 for the 'Sport & Lifestyle' category. Very exciting!

In other news, I recently participated in a panel discussion hosted and moderated by the Prague Post Discussion Series on the topic "Is the Czech Republic Entrepreneur-Friendly?" This made for quite an interesting debate and featured other speakers from Savino &

Partners, the University of New York in Prague, and the Association for Small and Medium-Sized Enterprises and Crafts in the Czech Republic. The evening saw a great deal of debate around the financing of start-up enterprises and whether it was easier or more difficult for entrepreneurs to get started here, as opposed to elsewhere. I guess you can imagine my own answer! Despite my negativity on this subject, however, I really shouldn't complain. This year is the 20th anniversary of my starting JWA and it is incredible to think of all that the agency has achieved over the years, and how it is still going strong despite all of the economic fluctuations and cultural changes the country has endured in recent times. Not to mention, of course, the evolution of computers and technology, which has also changed the field of PR in countless ways, with the (over)use of email as a central turning point (see the reserve side for my further thoughts on that subject!).

Whether we will keep going for another twenty years remains to be seen! But all in all, we are looking forward to the new challenges ahead! Read on for more information and we look forward to bringing you even more news in the next quarter!

Jo



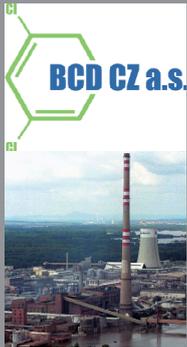
SPECIAL ACTIVITIES



In the autumn of 2010 we were invited to enter our work with PIM International Marathon into the annual competition known as the "European Excellence Awards in PR". The entry form was quite demanding and requested a huge amount of information in a very small number of words – to the point where, halfway through its preparation, we all wondered why we were bothering! But, on the basis that we may only have one chance to enter such a competition as most of our work does not really fit the required criteria, we got it all together and sent it off within the timeframe, and then, to be honest, forgot all about it.

Imagine our surprise (and secret delight!) when we heard that we had been shortlisted for the best project in sport and that it would be between us and two other agencies as to who would win! Less delightful was the fact that the award ceremony was on the same night as the International Business Association's Christmas party, so whilst most of our team were doing their stuff there, including Jo being the 'moderator' for the evening, poor old Andrej had to attend the ceremony all on his own... but he still made it over to the end bit of the party in time to join the rest of us in toasting in Christmas!

OUR CLIENTS IN THE SPOTLIGHT – BCD



BCD is an environmental clean-up company, and one of JWA's longest standing clients; we first started working with the company when they were appointed to handle the clean-up of two of the buildings at the Spolana Chemical Factory just after the floods in 2002 – the site, at that time, being regarded as the most contaminated in the whole of Europe - and we have continued to do various things together ever since, ranging from a press conference with the then Prime Minister, Paroubek, to organizing sponsorship activities, to direct mailing campaigns, to crisis management – well, quite a lot of that. Sadly, the company may soon be pulling out of the Czech Republic as they have been caught in the crossfire of the 'Big Environmental Clean Up' project. We have learned a lot from working with BCD, and have gained a really close friend in the Chairman. Unfortunately, though, it seems that there are still people in government that see the need to make a great deal of money as more important as ensuring that something as important as an environmental clean-up is done well!



NEW CLIENTS

■ GARDINER & THEOBALD



Towards the end of last year, we started discussing ways in which we could assist the international cost management consultants, Gardiner & Theobald (G&T) with their marketing, and during December we really got into gear, moving into the New Year with what we think is a pretty good plan, and hopefully they will soon start seeing the effects of what has been done.



One of the nicest things about working in an agency is the opportunity to learn (very quickly) about companies that we might never normally know anything about, and G&T is one of those; before starting, we probably thought that we knew what cost consultants do, who G&T were, what their offices looked like and so on. Not a bit of it. Their work is really interesting, and they have some excellent stories that make for very good PR and marketing tools. We hope that you will be seeing a lot more of them in the next few months.

■ EXPAT EXPO



This is the second year that we have been involved in the PR and promotional side of Expat Expo, and even though it is still in its relatively early days of planning, the owners of the event are already seeing a huge increase in the amount of interest that the Expo is generating this year. For those of you that don't know, the Expat Expo is the biggest event of its kind in Central Europe that focuses on promoting goods and services to the expat market – so whilst the majority of the exhibitors are local companies, they take part in the Expo as they see the expat market as one of their targets. Last year was a huge success and we would like to think we were a small part of it. The biggest reason, though, is the amazing woman that runs the whole thing; if you want to learn about drive and determination, spend some time with her!

MARKETING TIP: The antiquated, but effective use of the telephone!

We have banged on about this before, but think there is no harm in repeating ourselves! Spending money on marketing is all very well and good, but it can all end in failure if the basic communication that goes on in your office or store doesn't work! As a PR agency, we, ourselves, are selling the ability to 'communicate', but even we, sometimes, forget how to do this effectively, and now, with all of the marvels of modern technology and social media, we run the risk of joining everyone else and simply sitting in front of our computers all day, communicating through our fingers.

Email and mobile technology has made the 'quick reply' a seemingly expedient way to communicate, especially whilst on the go, but in the long run, the volleying back and forth of repeatedly more detailed questions should encourage us to cut to the chase and aim for a more direct form of communication – the telephone! Before computers took over our lives back when JWA took shape in 1991, our office hours were spent with face to face meetings and phone inquiries when information was needed – there was simply no other way! Of course there was always the challenge of pinning down people via phone, but once you reached them, you could volley through a page long list of queries in a mere moment.

If you are trying to market your products, your services, or yourselves, trying to do this through email or social media is not always the most effective way. There is nothing like a face to face meeting or a good discussion on the phone to win the deal, something that you can rarely achieve when you are a faceless person signing off on email. And don't forget, you only have one chance to make a first impression; a badly written email, or a misunderstood comment on Facebook, can put someone off you/your service/your product forever.



JWA Blog: Don't forget that JWA has a blog, where you can find all sorts of tips, from being a woman in business, running an event, preparing a press release, to shooting a gun... www.jo-newsfromjwa.blogspot.com