



WHAT A START TO THE SUMMER!

Dear JWA Clients and Friends,

This second quarter has been so frenetic for us at JWA that we have only now noticed that half of the year has gone by and summer is finally with us! I must say, I wouldn't have thought that I would be writing that first sentence earlier in the year, when work was definitely very slow, but from about April onwards we definitely started to see things starting to pick up – although it makes me a little nervous to say that out loud!

I guess that most of you know by now that we are working for Prague International Marathon (“PIM”), the company that organizes most of the biggest long-distance races in the CR, and one of the reasons why we have been so busy, as the two biggest races fell during the last quarter - more on them later in this newsletter. Along with our work for PIM, we also started two new clients at the beginning of April and carried out two ‘one off’ projects that came completely out of the blue during May. This was all, of course, great news from

a business perspective, but sometimes difficult to manage with such a reduced team.

This reduction in the size of our teams is something that many of us are now having to deal with – on the one hand we are all working hard to bring in new business, but on the other hand, when the new business comes in we are worrying whether we have enough people to manage it; which leads me onto one of my favourite topics – outsourcing! Now, more than ever, is the time to be looking at outsourcing rather than bringing in new people – the subject of our ‘marketing tip’ later in the newsletter.

Wishing you lots of new business as we go through the summer,

Jo



JWA TEAM EXPANDS



Andrej Vukotic is JWA's newest edition, after originally joining the team in the autumn of 2009 as an intern whilst finishing studying for his Bachelors Degree (focusing on marketing and communications) at the Anglo American University in Prague.

During his time as a student with JWA, Andrej was also working in the Commercial Section of the United States Embassy in Prague, having

responsibility for linking American companies that wished to enter the Czech market with suitable business partners here.

As is now a requirement at JWA(!) Andrej is a former professional sportsman, having spent 5 years playing professional basketball in the Czech national league. He is a native Serbian and as well as speaking Serbo-Croat he is fluent in English, Czech and Spanish.



NEW ACCOUNTS

BASF - At the beginning of April, JWA was appointed to work with the world's leading chemical company, BASF. Employing over 100,000 people



worldwide, BASF is engineered to help customers be more successful through intelligent system solutions and high-quality products, and by tapping into additional markets with their newest technologies. BASF focuses on solutions to some of the world's biggest challenges including energy and climate protection, housing and construction, health and nutrition, and mobility.

JWA is working with BASF to help raise its profile in the Czech and Slovak Republics as well as in Central Europe as a whole, and we look forward to shining the spotlight on them in the months to come!

SQUARE MILE FINANCIAL SERVICES -

Whilst we all like to work for huge multinationals such as BASF, JWA is just as happy working with local SMEs, particularly when they are just starting up and we can be involved from the very beginning.

SMFS is one of those companies; owned by an old friend of JWA, Mark O'Brien, JWA has been working with SMFS, a financial services company, on its marketing materials – website, new brochure, etc – as well as its day-to-day promotional activities, and we are delighted that the company is already getting very busy. That is not, of course, down to marketing alone(!) but, as we are always saying, you have to spend money to make money, and even a fairly low-budget marketing campaign, done properly, will help a company to be successful in the long-run. It also helps if the company has a really good person at the helm!



TIP: TO OUTSOURCE OR NOT TO OUTSOURCE.... THAT IS THE QUESTION!

Often PR & Marketing agencies are considered as “just a supplier” when, in reality, they should be considered as a “part of the team”. Believe it or not, we really do care about your business and are passionate about achieving results for your company!

Some of the pro's for outsourcing:

- **Cost Savings:** The costs associated with an in-house employee are nearly always going to be higher than the cost of an outside service provider.
- **Access to specialized skills:** The term “Marketing” covers a wide spectrum of activities; creative, PR, events, translations, BTL, media, budget management etc. By outsourcing your marketing, you have access to people who specialize in each area from experience gained by way of servicing other clients. This gives a smaller firm access to the same economies of scale that a larger company might enjoy – and, let's face it, you are never going to find one person with all of those skills!
- **Contractual Obligation:** The liability of a service provider is higher than that of an in-house employee, thus making working with them a safer bet for your business.

RECENT EVENTS

PRAGUE INTERNATIONAL MARATHON SPOL. S.R.O. Hervis Prague Half Marathon and Volkswagen Prague Marathon (27th March/9th May, 2010)



JWA has been working for Prague International Marathon spol. s.r.o (“PIM”), for nearly a year now, and the early part of this year was, of course, the busiest time imaginable with the Hervis Prague Half Marathon at the end of March and the Volkswagen Prague Marathon in May.

It is way too difficult to explain the amount of work, stress, excitement, emotions and everything else that those two events provided for us, but I am sure that we all feel that PIM is now a very big part of our lives! We hope, too, that our clients are happy with the work that we have been doing – both races saw a more than 35% increase in the numbers of participants, some major celebrities turning out (Pavel Nedved for one) and huge media coverage, so we feel that we did a good job! Now all thoughts are turning to September and the Tesco Grand Prix. More about that soon!

IBF SUMMER PARTY (9TH JUNE, 2010)



June 2010 marked the 2nd Anniversary of the merging of the BBF with the EBA to create the International Business Forum. To celebrate the occasion, the IBF, with generous sponsorship from Ceska sportelna's Expat Centre and junior sponsorship from Money Club and Hotel Josef, hosted its annual Summer Evening Gala Party at Villa Grobovka, Vinohrady, organized by JWA.

Although the initial downpour at the start of the party dampened the festivities a bit, more than 200 people managed to celebrate in true summer style, in a wonderful setting overlooking the vineyards of Vinohrady, and once the skies cleared and the band began to play, the party really got going, lasting well on to midnight with catered BBQ by Zatisi and plenty of celebratory drinks.

- **Capacity Management:** Traditionally, each industry has peaks and troughs during the year; therefore there will be times when additional hands are required to meet deadlines. In such times, it becomes difficult for an in-house employee to handle the pressure. If the function is outsourced, however, the headache of meeting the deadline is on the service provider, and they will usually have a large talent pool at their disposal.

Can you think of any reasons why NOT to outsource?!