



GLANCING BACK AND LOOKING FORWARD

Dear JWA Clients and Friends,

We originally intended to send this newsletter out in the last quarter of 2012, but things became so crazy in the last few months that we decided to delay it and send it as a 'look back on 2012' instead! One of the reasons why we ran out of time is that during the summer we began to focus a lot more on our own marketing and business development: 2012 was definitely an improvement on 2011, but we still felt that we needed to become a bit more proactive about building the business, rather than simply waiting for the doorbell to ring.

This might come as a bit of a surprise to you, but just as tax accountants always like to tell you that they never get round to doing their own taxes, we promotional people always have our own marketing at the very bottom of the pile. Not anymore! For the past few months we have been holding weekly internal meetings where we only discuss business development, and based on these meetings have been carrying out all sorts of new activities (the sort that I am always telling our clients that they must do.. but rarely do ourselves!!) which have generated a huge number of new leads.

Whether those leads turn into new business remains to be seen, but, if nothing else, it feels positive; at least we are

meeting, talking and reminding ourselves that we are, actually, quite good at this job; I think that the last few years have caused many of us, particularly in the service industry, to lose a bit of confidence, and getting out there and pitching helps to build it again.

Not that 2012 has been all gloom and doom; we have signed some new clients that are fast becoming friends, our CSMA clients have been doing some great things, and the IBF, in which, of course, I am very involved, continues to go from strength to strength. Let's hope that 2013 will continue on the upward curve!

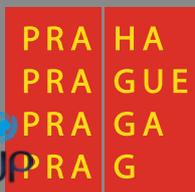
We plan to do more on the business development front next year, starting with a regular 'Friday Flash', which we will be mailing to everyone in our database until they tell us not to – you will have to wait and see what that is. In the meantime, until the first 'flash' of the New Year, I hope you have a great Christmas, and we will be looking forward to seeing you in 2013.

Sincerely,



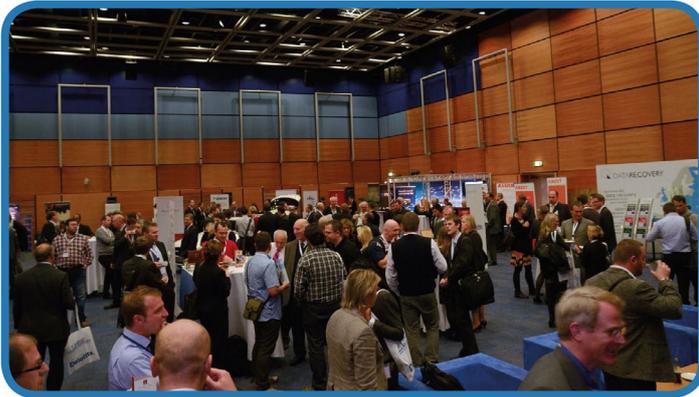
HIGHS OF 2012

- The success of the Velká Chuchle Ski Park – in its first season, the warmest on record that allowed for just six weeks of activity, the Ski Park still welcomed more than 4,000 people through its gates
- The ongoing success of our client, the Kempinski Hotel – the perfect example of a client that feeds us with a ton of information and then lets us get on with the job



- Winning the tender for a MICE campaign from the Prague Magistrate; despite our initial misgivings, the tender was completely clean, the contract was concise and payments came in on the nose!
- Seeing two of our clients turn their (very ambitious dreams) into reality; the inaugural Law Tech Congress and the CEE Cup for young footballers both being huge successes after starting from nothing
- Jo's personal highlight: Dinner with Sir Bob Geldof during his visit to Prague!

IN BRIEF



LAWTECH EUROPE CONGRESS 2012 - JWA managed the marketing and PR campaign for the first-ever LawTech Europe Congress on 12th November, 2012. The event featured 15 speakers and was the largest event of its kind in Central Europe.



OPENING PRESS CONFERENCE FOR SKIPARK VELKÁ CHUCHLE - JWA organised a press conference for more than 20 of the Czech Republic's key journalists to announce the second season of SkiPark Velká Chuchle. Let it snow!



JWA SUCCESSFULLY CONCLUDED A MICE CAMPAIGN FOR THE PRAGUE MAGISTRATE - After winning the tender for the Prague Magistrate back in June, JWA has been working with print advertising across the globe to promote Prague as the number one location for meetings, incentives, conferences and exhibitions.



FIFTH ANNUAL IBF CHRISTMAS PARTY - The International Business Forum, together with the Kempinski Hotel, organised a stunning black tie affair on Thursday, 6th December. JWA helped to promote and organise the event, which included a charity auction for Lejla Abbasová's foundation, Asante Kenya, that raised almost 200,000 CZK!

EXPATS BLOG AWARDS

Those of you that know Jo well will know that she loves to write (although ask her after spending a day at the computer correcting various English texts for clients and she might tell you something different!). However, as part of the ongoing business development for JWA this year, Jo has been writing a regular blog that is posted on our website/Facebook and Linked-In sites (www.jo-newsfromjwa.blogspot.com). Earlier this month the blog was voted a 'top blog' by a website called www.expatsblog.com – if you are an expat reading this, you might want to have a look at the website (and even if you are not, it makes for some interesting reading!).



OUR CLIENTS IN THE SPOTLIGHT



Dialog Jessenius is a non-profit organization that was founded in 2009 by four well-known and influential ladies, Doc. MUDr. Petra Tesarova, Michaela Tumova, Jirina Faloutova and Helena Abrahams Felix; the overall aim being to improve the communication between professionals and the general public in the field of health care. The 'Hands on Hearts' campaign is the company's most ambitious project to date, but already it has achieved the support of the Ministry

of Health in the Czech Republic as well as several specialists, doctors, professional and patient organizations, and a number of celebrities.

For more information on the Dialog Jessenius and the 'Hands on Hearts' and 'Hands on Breasts' campaigns, go to www.dialog-jessenius.cz.