



STEPPING INTO SPRING

Dear JWA Clients and Friends,

Welcome to our first newsletter of 2013. This was actually supposed to go out at the end of the first quarter, but just as accountants say that they are always late with their own taxes, PR people are always late with their own PR! The good reason for this is that we have been unbelievably busy for the past few months.. the bad bit is that this is the sort of behavior that we always tell our clients to avoid – i.e. they must try to stick to their marketing plan as consistency is key...! But, anyway, here we are – a bit late, but hopefully interesting.

The New Year saw some nice new clients heading JWA's way, as well as the start up of some of our regular projects, whilst our partner agency, CSMA (Czech Sports & Music Agency) has really started to get going; for that reason, we have decided to include a new regular section in the newsletter that will focus on CSMA and let you know what some of our people are up to! Read on to find out more.

New JWA projects have included the organization of a couple of nice events, which has been fun after a few years of 'events wilderness' – when we started out in Prague, we

were organizing events on a more or less monthly basis, and I always used to refer to event management as our 'bread and butter' business, but, with the financial crisis, those days have well and truly gone! We have also been busy pitching – during the first three months we sent out more than 20 proposals for new work.. which is 20 more than the same period last year! Whether we get any of them or not remains to be seen, but, even though pitching requires a lot of work, I would rather be doing it and not getting the business, than not even being asked! I hope, therefore, that by the time of our next newsletter, I will be able to report on some great new clients!

I look forward to meeting you as we get into the summer months!

Happy marketing,



WHAT'S NEW WITH



As many of you know, CSMA (Czech Sports and Music Agency) was set up just over a year ago to focus on the promotion of young sportspeople and musicians, and since we started, we have had a deluge of young talent more or less knocking our door down. The work is difficult, particularly at the moment, when so few companies are interested in sponsorship and so on, but it is also incredibly rewarding, especially when something that we have been working on for what seems like ages, finally comes off!

Right now we are working with a few young sportspeople, each of whom have the potential to be superstars, if only they can get the support that they need (not only financially, but also from the kind of specialists that are standard in the US/UK, such as personal trainers, nutritionists, psychologists and so on). We also have some great young musicians on our books that are able to perform at events or similar and some older champions that are amazing motivational speakers. If you would like to know more, let us know and we will send you our CSMA presentation pack, or visit the website: www.csma.cz.



IN BRIEF



GENERALI CEE CUP 2013 - The CEE Cup is back for a third year, bringing top U19 teams together together for one fantastic football tournament. The action begins on July 24th, with the final taking place on July 31st. Mark your calendars!



LAWTECH EUROPE CONGRESS 2013 - Preparations for the LawTech Europe Congress are well under way, with the conference set to take place from the 21st to the 22nd of October. Look out for the list of all the speakers, coming soon!



SKIPARK VELKÁ CHUCHLE - The 2013 season came to a close on the 24th of March, after having welcomed over 30,000 skiers since it opened in December. There will be many more events planned this winter, as well as several sponsorship opportunities. The warm weather may be nice, but we are all still looking forward to winter, 2013!



ARISTOPHIL GALA RECEPTION - Aristophil Letters & Manuscripts, together with Square Mile Financial Services, introduced themselves to Prague in style at the Kempinski Hotel Hybernská on Thursday, 14th March. Almost 100 potential investors gathered to see works from George Washington, Marie Antoinette, Charles Baudelaire and others.

MARKETING TIP

A wealth of great marketing advice is no further than your nearest keyboard! We wanted to share one of our favourite sources of marketing knowledge with you this season: Duct Tape Marketing (<http://www.ducttapemarketing.com/blog>). This general marketing blog is posted every few days by John Jantsch, TEDx Talk Speaker and author of the book "The Commitment Engine: making work" and talks about a fantastic diversity of topics. Some recent titles have been, "Anatomy of a Perfect Introduction", "5 Questions That Will Lead to Market Domination" and "Getting Better at Getting Email". This blog also features some great downloads, product reviews and a free weekly newsletter. Over 76,000 Twitter followers can't be wrong!

OUR CLIENTS IN THE SPOTLIGHT

Wilson & Partners

Wilson & Partners is one of the leading independent law firms in the Czech and Slovak Republics. Established in 2007 by a group of experienced legal professionals, Wilson & Partners has quickly made a name for itself across a broad range of disciplines, in particular with regard to its real estate, commercial and corporate finance expertise.

Headed up by its four founding partners, each of whom have several years' experience working for one of the

major multinational law firms, Wilson & Partners is quickly gaining a reputation for excellence, and in the past few months alone it has been the recipient of some of the industry's most prestigious awards – the only independent firm to be ranked "Band number 1" in the Chambers & Partners Legal Directory for 2013, its Bratislava Office being voted "Law Firm of the Year 2012" by Construction Journal, and several others. Its new website will be coming soon on www.wilsoncee.com.