



## THE SEASON OF SPAIN, SUMMER AND NEW SURPRISES!

Dear JWA Clients and Friends,

As mentioned in our last newsletter, JWA has recently become a much smaller unit and we are now working from 'hot desks' with fewer people and less clients – this has been quite a step for us but what a success it has turned out to be! With significantly lower overheads, I can be more choosy about who we work for, rather than taking on any and everything in order to pay the bills, and with fewer employees I am spending less time answering emails from them and dealing with 'managerial' things, and more time on what I really love doing – which is, of course, helping companies with their PR and marketing! Needless to say, however, just when I planned to slow things down a bit and focus only on our favourite clients, a couple of new projects have come along that I just can't say no to... but with my own time being a bit more available for 'real work', I am still confident that we will manage everything as we are.

Another bonus of having more time on our hands is that we have been able to open our minds to a few new projects of our own, and one of these is mentioned below as, of course, with summer now here and holidays on the horizon, you might like to spend some of your time in Marbella...

(although, having said that, there is nothing like getting off the plane in January when it is freezing here, and heading to the beach!).

We will be back with more news at the end of July, which is looking to be quite a monster month for us, with a media trip to Budapest, a big press event, the launch of a major new company and the annual Generali CEE Cup football tournament, so for sure we will have a lot to talk about.

In the meantime, if you have any comments on this newsletter, or ideas for our marketing tips, please let us know – today I saw that we had had more than 200 hits on our recent Friday Flash, and I can't tell you how good that made me feel.. I just hope that some of these nuggets of 'marketing advice' are useful to you as well!

*J. J. J. J.*

### CHECK OUT OUR NEW PROJECTS!

Check out our new website – [www.marbellarentals.biz](http://www.marbellarentals.biz).

JWA has recently partnered with Marbella Rentals, which offers high-end holiday rentals to those looking for comfortable, convenient and reasonably priced accommodation in Marbella, Spain.



Currently, the Marbella Rentals portfolio features two properties, but it is growing quickly! Rates begin at £80 per night in high season.

For photos, features and availabilities,

please visit:

[www.marbellarentals.biz](http://www.marbellarentals.biz).

Next year both properties will be put to good use as we plan to start our 'Spanish Summer Camp' concept, which will be week-long visits from Prague to Spain with a focus on sport and fitness. More on that in the next edition!



## IN BRIEF



**THE 10<sup>TH</sup> ANNIVERSARY OF PRAGUE COLLEGE** - On 18<sup>th</sup> February, Prague College celebrated 10 years as one of the Czech Republic's leading private universities with a press conference on campus. Doug Hajek, the founder and Director of Prague College, presented many choice highlights and achievements from the past decade, as well as a number of key events, guest speakers and opportunities that both students and the public can look forward to.



**JWA CLIENTS RUN FOR CHARITY!** - We would like to congratulate some of our clients who ran for charity with PIM this year. Wilson & Partners (pictured), the Kempinski Hotel, DEJME DĚTEM ŠANCI and Bátor Tábora all had teams running for a good cause. Well done, everyone!



**ENTREPRENEURSHIP IN THE CZECH REPUBLIC** - Jo Weaver spoke alongside Erik Best from Fleet Sheet, and Emil Jimenez from Passion Communications, at a conference organised by International Study Programmes on Friday, 30<sup>th</sup> June 2014.



**BEHIND THE SCENES TOUR OF PRAGUE AIRPORT** - JWA was pleased to help to organise a 'Behind the Scenes Tour' of the Vaclav Havel airport for the International Business Forum. The event, which took place on Wednesday, 14<sup>th</sup> May, was the second such tour for the IBF, but it was the first since last year's rebranding of the letiště.

## MARKETING TIP

All of us that have lived in the Czech Republic for a long time are used to being told how difficult the Czech language is. What people don't always understand, however, is that English is also quite difficult, especially when it comes to writing it, and if you are going to go to the effort to have your marketing materials in both languages, then you really do need to have the English written correctly (at the very least) and, ideally, professionally (and no, it is not enough to just ask a native English speaker!) Writing good, selling, interesting English is a specific skill and one that is worth paying for – it can make the difference between making someone want to buy, and putting them right off!

## OUR CLIENTS IN THE SPOTLIGHT

The GENERALI CEE Cup is back for a fourth year! This annual event brings together the top U19 football teams from the highest national leagues - from across Central and Eastern Europe, and beyond.



For the third year running, proceeds from the event will go towards supporting UNICEF's "Schools for Africa" project. The tournament itself also promotes the values of respect, fair play and healthy competition.

This summer's tournament will follow the format of previous years, with 12 teams playing against each other in four different groups. The championship Grand Final will once again feature a full programme of activities in the legendary Dolicek stadium, and will be televised on the Eurosport sports channel.

Check out [www.ceecup.org](http://www.ceecup.org) for more details!