



Dear JWA Clients
and Friends,

AN AMAZING LAST QUARTER!

We are extremely pleased to share with you some special news. For several years now, JWA has been working with the global financial communications network FD (Financial Dynamics, www.fd.com). Thanks to JWA's specialization in B2B, financial PR and real estate, our relationship with FD has grown even stronger and a few months ago we signed a contract to be FD's associate partner for the Czech and Slovak Republics.

This partnership brings a wealth of benefits. As one of the most sought-after business and financial communications consultancies, FD helps the world's leading organisations harness the power of communications to solve critical business challenges that threaten their brand, reputation and valuation. Named PR Week's 2006 "International Consultancy

of the Year," FD's 500 professionals advise clients from 19 offices across the major business centres of the world.

With FD as our partner, we are able to expand our service considerably and working together we have already carried out successful PR campaigns for Eastern Sugar and GE Real Estate throughout the whole of Central and Eastern Europe. We hope, soon, to be able to announce two more major clients that have been brought about by this relationship. They are both household names in the Czech Republic, and, together with FD, we aim to make them household names throughout the region in the not too distant future!



JWA TEAM EXPANDS!

Many of you will have already met Rebecca Brink and Zdenka Harasířnová, two wonderful additions to our team from earlier this year. Rebecca's role at JWA is to share some of Jo's workload on business development, account management and running the business generally, whilst Zdenka is working on a number of JWA's client events.



A native American, Rebecca has been contributing her communications and public relations expertise to local agencies and companies in Prague since 2000. Her extensive skills in account management, copywriting, and public relations, combined with her professionalism and friendly demeanor, make her a valuable asset to our team. Rebecca holds a bachelor's degree in Mass Communications from the University of California-Berkeley and recently earned a master's degree in International Development in the Netherlands.

In addition to being a native English speaker, Rebecca speaks fluent Italian and has a strong working knowledge of Czech.



Zdenka recently joined JWA as an intern whilst completing her Bachelor of Arts degree in Communications and Mass Media at the University of New York in Prague. Zdenka brings a fresh and creative perspective to the agency and our clients have quickly been impressed by her sharp skills, professionalism, and excellent customer service. Before coming to JWA, she gained experience in event planning and public relations at various agencies in Prague and studied in Denmark, Malta and the United States. A native Slovak, Zdenka is fluent in English and Czech.



WE SPEND MOST OF OUR TIME GETTING PR FOR OTHERS!
NOW WE HAVE A LITTLE PR FOR OURSELVES TO SHARE.

NEW PROJECTS

In the early 90s, JWA was known around town as an event management expert, despite its full range of PR and marketing services. Events are, of course, the most visible part of our work – those billboards, adverts and articles that have been generated by us do not have our name attached to them! Today, though, JWA's work is heavily geared toward serious PR and marketing campaigns and one-off events are rare. Here are some of the last quarter's achievements:

■ TCSR – On the verge of successfully finishing the environmental clean-up of Spolana, the company is now being courted by a number of other governments. Having handled the PR campaign for the Spolana clean-up during the past three years, JWA is now assisting with a regional PR and marketing campaign highlighting this achievement (a perfect example of turning negative coverage into a positive).



■ bpv – When two of the partners from the original Haarman Hemmelrath law firm went out on their own to form bpv Braun Haskovcova, JWA were called in to carry out a fairly complex PR campaign throughout the region, whilst assisting with the complete rebranding of the new firm

■ Scandlines – To help promote ferry transport services amongst truck drivers throughout the region, JWA has been involved in a regional PR campaign that has included two press conferences, a number of press releases and a press trip on a Scandlines voyage across the Baltic for some of the leading regional publications.

OTHER NEWS

■ In May, Jo Weaver was re-elected as the British Chamber of Commerce Chairperson, making Jo the longest standing Chairperson in the history of the Chamber.

■ Jo recently spoke at the International Women's Association of Prague about life in the Czech Republic when she first arrived in 1990, compared to how it seems now, which sparked a very lively debate on issues as diverse as corruption at the highest level, running a business as a woman, and living with a Czech man!

■ From September 26-27, Jo will be part of an elite board of International Advisory Council Members at the Asia Brand Congress 2007 in Mumbai, India (<http://www.asiabrandsummit.com>). The star-studded conference speakers and council members hail from the world's leading universities, marketing agencies, institutes, chambers of commerce, news networks, and the most prominent global companies.

■ We are extremely pleased to announce that long-time JWA Office Manager Renata Kalibová was married at the châteaux Brandýse nad Labem in June. Congratulations Renata!!!



IN THE LAST QUARTER, JWA HAS WON SEVERAL NEW ACCOUNTS, INCLUDING:



TIP: KNOW YOUR MARKET (BEFORE YOU START!)

We often have conversations with our clients, both large multinational corporations and local SMEs, about target markets and customers. What we generally find is that before beginning a new marketing or PR campaign, many clients have not adequately determined who they are targeting nor why they are targeting them.

If you do not, however, spend a little time defining your target market, their needs, and your objectives, you may end up spending a great deal of money on marketing your product or service to the wrong people with the end result being failure!