

DIB|M partners in  
communications



## Donath Business & Media

Public Relations/Public Affairs

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*"DBM's approach to Public Relations is to create, modify, enhance, and protect the business environment of DBM clients through creating informed opinions in key audiences based on the creative presentation of truthful information.*

*The carefully balanced combination of knowledge of the local conditions, the innovative approach to communications, and the experience in work in international partnerships, enhance DBM's capabilities to effectively manage perceptions of key audiences. Adherence to stringent ethical standards, as well as the use of creative communications tools make DBM capable of optimally satisfying the communications needs of its clients."*

*Michal Donath*

## Basic Information

- Provides comprehensive public relations and public affairs services
- History:
  - Burson Marsteller CS established in 1991 as part of the international Burson-Marsteller agency network
  - 1998-2010 Donath-Burson-Marsteller is an independently-owned agency, part of the Burson-Marsteller network
  - 2011 DBM changes name to Donath Business & Media
- Current permanent staff: 15
- Operating in the Czech Republic and Slovakia
- Address: Spálená 29, 110 00 Prague, Czech Republic
- Czech business identification number: 25661035, EU tax identification number: CZ25661035
- Bank account: UniCredit Bank Czech Republic
- Bank account number: 1125512004/2700

## Our Merits

- Unique and creative solutions that meet the clients' expectations not only by realizing the clients' business objectives, but particularly by our strict adherence to the ethical principles of public relations
- Continuous search for opportunities beyond the agreed communications and business objectives
- Creative approaches to the clients' special needs in order to find unique and tailored communications solutions
- Team work based on the implementation of progressive communications disciplines
- Professional quality of services provided by a highly motivated team
- Courage and readiness to communicate on behalf of client in crisis
- Strong technological background
- 24/7 availability

## Awards

DBM has been contributing to the professional and ethical development of the PR field. It has been participating in Czech and international PR competitions since its establishment in 1991. Its activities are governed by the ethical principles of the Stockholm Charter of the International Communications Consultancy Organisation (ICCO).



DBM received the 2010 European Excellence Award for both of its nominations. The awarded projects were "Gut Tour 2010" for Onkomajak in the NGO category and "The TELCO World's First Independent Corporate Ombudsman" for Orange Slovakia in the telecommunications category. The European Excellence Award honors outstanding achievement in PR on an international scale.

## List of recent nominated and awarded projects:

- European Excellence Awards 2010
- Two flies with one stroke... The TELCO World's First Independent Corporate Ombudsman (Orange SK)
- European Excellence Awards 2010
- The Gut Tour 2010 - Colon and Rectal Cancer Information and Prevention Campaign (Onkomajak)
- Sabre Awards 2009
- Two flies with one stroke... The TELCO world's first independent corporate ombudsman (Orange SK)
- Sabre Awards 2008 / European Excellence Awards 2009
- "The Adventures of Emil the Pigeon" - English educational project for children (The Bell School)
- Czech PR Awards 2008
- Ekolamp: Energy saving lamps don't belong in the garbage bin! (Ekolamp)
- European Excellence Awards 2008
- Slovak media environment survey (Slovak Press Watch)
- Czech PR Awards 2007
- Misuse of over-the-counter drugs containing pseudoephedrine for illicit production of methamphetamine (Reckitt Benckiser, Zentiva, GlaxoSmithKline)

## Services

Here we want to express our heartfelt gratitude to our clients for the trust they have been placing in us. Since 1991, over one hundred major Czech, Slovak and international companies have been our clients. We have proven our PR expertise and experience in a number of industries and provided PR consulting on a number of topics. We believe that the length of our service agreements is proof of the positive effect of our activities on our clients' business.

- Media Relations
- Internet Relations
- Crisis Management
- Corporate Social Responsibility
- Public Affairs
- PR Strategy Consulting
- Brand Building
- PR Tools and Support
- Advertising
- PR Education

## Media Relations

There is no such thing as an information vacuum. When there is a lack of hard information, hearsay fills the gap. The ability to promptly communicate key messages to target audiences can improve perceptions of products and services, but only assuming the basic ethical principles of media relations are respected. It is only these principles which can provide a long term professional relationship with the media based on the quality of information. Building media relations is surely no secret veiled in magic.

Well managed media relations have a major positive impact on company reputation and should not be neglected under any circumstances. Strategy and tactics in media relations are always reflected in DBM-designed PR activities. Our media relations specialists have extensive experience in this field.

Apart from company spokespersons, it is also members of the board or other executives or employees who act as a company's spokesperson. Formulating and communicating key messages is a matter of drill, not talent, and it can be learnt. All communications programs are based on knowledge of media relations and public appearance principles. DBM provides such training and maintains an extensive list of prominent alumni of our training sessions.

- Identification of Key Media Contacts
- Media Monitoring and Analysis
- Media Trip
- Media Training
- Key Message Development
- Q&A Development
- Press Release Writing and Targeted Distribution
- Copywriting
- Press Conference
- Media Placement
- Spokesperson Service

## Internet Relations

The internet is an important medium for building relationships with all audiences for all companies, regardless of sector. The internet allows opinions to be received by the entire on-line population, but also opens up novel ways of establishing a dialogue with target audiences. The internet allows for personal communication and helps utilize creative tools for attracting the attention of target audiences. A company's reputation may only improve when the company website provides information relevant for the professional and general public and the company's business associates.

A mere internet presence is not enough today. Beyond traditional communications via the "bricks and mortar" mass media, the Internet provides innovative communications opportunities that we recommend to use if appropriate.

DBM helps clients create effective internet communications strategies, and together with experienced subcontractors provides a variety of internet related services ranging from internet surveys to web video broadcasts and contextual advertising.

- CzechSpyder and eMedia Checker: DBM proprietary tools for internet monitoring
- Website Development and Consulting
- Social Media work
- Consulting on Blogs, Social Networks, and Specific Applications
- Internet Survey
- Internet Broadcast
- Internet Chat
- Intranet
- Direct Communication with Target Groups through Videomail and VIPmail

## Crisis Management

A communications crisis is a situation where the reputation of a company is at stake. No crisis situation though is foreseeable in advance but risks, including communications risks are. Successful crisis management by DBM standards is based on creative processing of available information, on a timely and responsible reaction and on creative communications solutions. No smaller thing is at stake than the company's good name and reputation - its most precious assets. A communications crisis without a prompt resolution may lead to the undermining of customers' and employees' trust and a direct loss of financial and business opportunities.

Crisis Management employs a wide range of public relations tools. DBM has extensive experience in dealing successfully with various crisis situations on Czech and Slovak markets. Seeking counsel in crisis management demonstrates a responsible approach to preventing and minimizing the potential negative impact of any crisis situation.

We are ready to assist you in dealing with crisis situations 24 hours a day, 7 days a week.

- Crisis Communication Management
- Crisis Communications Training
- Crisis Simulation
- Crisis Communications Manual
- Phone and Web Hotline Service

## Corporate Social Responsibility

With any company's success, responsibility arises towards its environs, the society in which it operates. Responsibility, which the company itself perceives and which is also expected and sometimes loudly demanded by its fellow citizens. Responsibility, which ultimately becomes a key factor for a truly sustainable prosperity of the company.

Companies often invest significant funds into their corporate responsibility (CSR) projects, but are rarely able to measure their impact. Without a clear strategy and carefully designed processes, the spending on "charity projects" often becomes money sent down the drain. In fact, the company can end up with accusations of corruption in the media, instead of public praise.

DBM has experience with professionalizing each phase of the company's CSR: starting from baseline analysis, through strategy and capacity building, to setting transparent processes for project selection and evaluation.

- CSR Strategy Preparation
- CSR Project Management and Communication
- CSR Project Evaluation

## Public Affairs

Decisions made by public administration have enormous impact on the business environment. Every day, political leaders, lawmakers and the civil service make decisions that may significantly influence a company's prosperity. DBM's experts build informed opinions on behalf of our clients at all government levels, reaching cabinet members, parliamentary deputies and senators, as well as regional and local administrations.

DBM provided services in this field as early as 1995, when it successfully lobbied on behalf of Czech small and medium-sized breweries' interests in protecting their tax breaks. That effort helped save the diversity of the Czech beer market and was awarded an IPRA certificate of recognition in 1995. In 2008, DBM received another award for a PA project, Czech PR Award for "Pseudoephedrine Drug Abuse versus Right to Self-Treatment", which it prepared for Reckitt Benckiser, Zentiva and GlaxoSmithKline.

DBM's Public Affairs activities include:

- Building Relationships with Public Administration, Local Government and NGOs
- Legislative Monitoring with the Czech Republic and the EU
- Support to Trade and Diplomatic Missions
- Support to Investment Projects
- CSR Recommendations

## Strategic PR Consulting

Strategic consulting in public relations as understood by DBM focuses on the ability to identify and exploit communication opportunities. Utilizing the identified communications opportunities helps our clients forge existing and build new relationships with their customers and/or suppliers. DBM provides strategic PR consulting to board members, executives, marketing departments, internal communication departments, human resources and risk management departments.

Among strategic consulting services, DBM provides:

- Internal Communications
- PR Effectiveness Evaluation
- Identifying Communications Opportunities
- Identifying Sponsorship Opportunities
- Investor and Shareholder Relations, Annual Reports
- Business-to-Business (B2B) Communications

## Brand and Reputation Consulting

Brands cast a magic spell on customers. The brand is one of the main attributes when a customer is deciding whether to buy a product or not. A well-established brand does not require discounts or "special offers" to sell. A strong brand is perceived by a customer as undiscounted quality. Brand building is a long-term process which should lead to changes in customers' perceptions and expectations, and, in the end, to a desired change in customer behavior. Brands apply to fast moving consumer goods (FMCG), as well as business-to-business (B2B) products and services alike.

DBM provides its clients with creative solutions that help effectively communicate key messages to key audiences, while positively affecting clients' business results.

DBM offers services in these areas:

- Product PR
- Corporate PR
- Product/Brand Market Launch
- Rebranding
- Relaunch
- Product Recall

## PR Tools and Support

Production companies usually propose to clients ways of delivering what is demanded from them. DBM, however, provides services at an earlier stage of planning and helps clients search for the most effective ways to communicate key messages. Such an approach brings effective results at lower costs.

DBM's services provided in this area cover event management, internet surveys, internet portal design, brochures, leaflets, newsletters and invitation design. In all our activities we seek to produce materials and events which the participants do not forget after the curtain comes down. DBM provides clients with top-class services especially, including innovative hi-tech services. In 1999 for example, DBM prepared and managed the first ever live internet TV broadcast from the CNTS building.

DBM puts emphasis on the most important element of production management, which is building an interactive relationship between a client and its key audience. In our understanding, public relations is built on a dialogue with target audiences and the communications tools applied should respect this.

DBM's services in the area of PR support:

- Brochures
- CD-ROM/DVD
- Newsletters
- Mass Mailing
- Information Line
- Information Materials
- Leaflets
- P.O. Box
- Invitations
- Event Management

## Advertising

There can be situations in Public Relations when one cannot rely on the media's interest to deliver important information, e.g. a hotline number or a product recall announcement. In such cases, placing an eye catching and creative ad can help significantly. DBM has extensive experience with communications via advertising.

We provide our clients with counsel regarding advertisements in crisis management, improving company reputation, brand building and business to business relations, as well as litigation support.

DBM provides services in these areas:

- Advertisement and Advertorial Copywriting
- Media Placement
- Graphic Solutions to Ads and Advertorials

## PR Education

DBM offers its customers training in the area of public relations, whose role is to support the development of PR skills among client's professionals and the implementation of PR programs without direct agency support. Our trainers lecture for the "London School of Public Relations" – the educational program organized by the Czech Association of PR Agencies and for the PR Academy at the University of Economics in Prague (VŠE).

Training programs are designed flexibly to meet the varying needs and demands of board members, executives and professionals from the marketing and communication departments. It includes case studies and provides ample time for practical exercises.

Frequently required seminar topics:

- Introduction to PR in the Czech Republic
- Crisis Communications
- Media Relations
- Media Training
- Corporate Reputation and Identity
- Product PR – a viable alternative to advertisement
- Event Management
- Communications Skills Development
- Optimizing Communications
- Support Staff PR Training
- Internet Relations

## DBM key clients in the Czech Republic and Slovakia (2010 - present)

- ArcelorMittal Ostrava
- Asociace realitních kanceláří ČR (Association of Real Estate Agencies)
- Bel Sýry Česko
- Billa
- Czech CFA Society
- České lupkové závody / Ekologie
- ČSOB
- Ekolamp
- Karlovarské minerální vody
- Fujitsu
- Lufthansa
- Mediaservis
- Nadace pro transplantace kostní dřeně (Bone Marrow Transplant Foundation)
- OVB Allfinanz
- Orange SK
- Prager Literaturhaus
- Reed Exhibitions
- Reckitt Benckiser
- Roche
- Shell
- UPS

## Key Client Relationship Portfolio

### Banking and Finance:

- Advent International
- Czech CFA Society
- ČSOB
- Expandia Banka
- HSBC
- GE Capital Bank
- Genesis Capital
- Pioneer Investments
- OVB Allfinanz
- Raiffeisen Investment
- Winterthur penzijní fond

### Pharmaceuticals and Healthcare:

- Bristol-Myers Squibb
- IKEM
- Iscare I.V.F.
- Johnson&Johnson / Janssen Cilag
- Pfizer
- Reckitt Benckiser
- Roche

### Foods and Beverages, FMG:

- Balírny Douwe Egberts
- BEL Sýry Česko
- Karlovarské minerální vody
- Nutricia
- McDonald's ČR
- UNILEVER

### Public Sector:

- Magistrát hl. m. Prahy
- Ministerstvo školství, mládeže a tělovýchovy ČR
- Pittsburgh
- Úřad vlády ČR
- Turecké velvyslanectví a Svaz automobilového průmyslu

### IT and Telecommunications:

- Czech On Line
- 3 COM
- Fujitsu Siemens Computers / Fujitsu
- GTS Czech
- Lucent Technologies / Avaya Czech Republic

### Fairs & Exhibitions:

- Incheba
- Reed Exhibitions

### Property Development:

- Asociace realitních kancelářů
- Orco
- Housing & Construction
- Skanska

### Utility Sector:

- Ekolamp
- IOC (Conoco, Shell, Agip)
- Shell

### Transport and Courier Services:

- United Parcel Service Czech Republic
- Lufthansa

### Publishers and Media:

- CME / ČNTS
- Euromedia Group
- Mediacop
- Mediaservis
- Mladá fronta

### Philanthropy and Charity:

- NESST
- Nadace pro transplantace kostní dřeně
- Pražský literární dům

### Retail:

- Plus Discount
- BILLA

### Professional Services:

- Accenture
- Czech Invent
- Deloitte&Touche
- KPMG
- The Bell School

### Manufacturing and Extraction:

- ArcelorMittal Ostrava
- Boeing Aerospace Limited
- České lupkové závody / Ekologie
- TVX Bohemia Důlní
- Rockwool



**Michal Donath**  
Managing Director

**Michal Donath** is DBM's Managing Director. He started working in PR in the capacity of General Manager of the Burson-Marsteller Prague office in 1991. In mid-1998, he acquired BM's Czech and Slovak operations and created Donath-Burson-Marsteller. As of January 2011 the name of the agency was changed to Donath Business & Media.

During his career in PR, Michal Donath established himself as a renowned crisis communications consultant. He was instrumental in founding the Czech Association of PR Agencies (APRA). He is a long time lecturer of the London School of Public Relations.

In the past, Michal held a wide range of managerial positions spanning from planning, international and domestic trade, agriculture to transport and healthcare. Having worked for a number of years as a stringer for TIME Magazine and UPI in Prague, Michal enjoys excellent relations with foreign and local media and Czech politicians. Thanks to his language skills in English and German, he worked as translator for key figures of the Czech and Slovak public life including Václav Havel, former president of the Czech Republic.

Michal graduated from the University of Economics, Prague in 1973 with a degree in foreign trade. He also completed a one-year scholarship program at the Institute of Journalistic Sciences of the University of Vienna, Austria.

He is fluent in German and English.



## Gabriela Bechynská

Media Relations Director

**Gabriela Bechynská** has worked for DBM since March 2000 and currently holds the position of Media Relations Director. She organizes media training sessions and helps to manage accounts for clients operating in the financial sector.

Having experience in television news, radio stations, and newspapers, her career covers the entire media sector. From 1995 to 1999 she worked as a domestic news editor in Nova TV's news department, where she also produced and edited the morning news bulletin for a year. After having left Nova, she worked as a reporter and newscaster in Radio Blaník's news department and concurrently worked as a reporter for Metropolitni Expres on Galaxie TV, where she prepared news for Prague residents. For over two years she worked as freelancer for the daily newspaper Právo, where she wrote mostly for the paper's cultural pages.

She obtained her master's degree from the Faculty of Natural Sciences at Charles University in 2000. Her major was the the Integral Study of Man – Anthropology.

In 2000, she was received a Diploma in Public Relations from the London School of Public Relations, a certified course organized by the Czech Association of PR Agencies.

Gabriela speaks English and German.

Gabriela has worked on the following accounts: 3Com, Aventis, Bernard, Conoco, Čekia, Česká pojišťovna, ČSOB, E-Forum, Europapier, Fournier, Intercredit, IPS, Jim Beam, Karlovarské minerální vody, Knižní klub, Medical Healthcom, Občanské sdružení Pohoda, Pfizer, Pioneer Investments, Poinsettia, Sociálna poisťovňa SR, Unilever, Winterthur penzijní fond.



## Tomáš Jelínek

**Executive Director / Public Affairs  
Director**

**Tomáš Jelínek** has been working as a Senior Public Affairs Consultant with DBM since September 2005.

Prior to this, he was employed by the state administration and non-profit sector. He served in the Office of the President from 1996 to 2001, where he was mainly responsible for President Vaclav Havel's economic agenda. In this capacity he helped organize, for example, a meeting of WBG/IMF representatives and non-governmental organizations at Prague Castle in 2000. Tomáš was involved with Nazi victims' compensation issues when he represented the Czech Republic at the International Commission for Holocaust Era Insurance Claims headed by Lawrence Egelburger. Further, Tomáš was part of an expert negotiating team on forced and slave labor compensation. He worked as an advisor to Minister Karel Dyba at the Ministry of Economy in 1995-1996.

Tomáš has been involved in the non-profit sector since 1998.

Currently, he is serving as Chairman of the Board of the Institute for Social and Economic Analysis.

He graduated from the Civil Engineering Faculty at the Czech Technical University in Prague. Later he studied on postgraduate courses in theoretical economics at the Center for Economic Research and Graduate Education at Charles University, which he completed by passing field and general exams by 1995. In 1999 he was granted a stipendium by the Pew Economic Freedom Fellows Program, which was organized by the School of Foreign Service at Georgetown University in the USA. He completed internships in France and the USA (World Bank and Labor Department).

He is fluent in English.



**Aneta Kárná**  
Executive Assistant

**Aneta Kárná** joined DBM in September 2011 as Executive Assistant.

Aneta graduated from Jan Amos Komensky University with a Master's degree in social and media communication. Already during her studies, she gained varied experience through internships in reporting, editorial and production work at numerous regional radio and television studios, including the public broadcasters, Czech Television and Czech Radio, and the Právo daily.

She speaks English and Spanish.



## Iveta Kohoutová

**Project Implementation Consultant**

**Iveta Kohoutová** has been working at DBM since November 2006. She holds the position of Project Implementation Consultant. She works on accounts for clients operating in services. In addition, she devotes some of her time to 'pro bono' projects.

Before joining DBM Iveta was engaged in charity work in Africa and charity promotion in Europe. She was also involved in approaching and recruiting new volunteers. For a period of three years she was in charge of Total Community Mobilization in Botswana. The program was focused mainly on the prevention of HIV infection and living with AIDS. After her return to Europe she worked for Czech office of a British company, Parnhams, where she was responsible for organising marketing activities and translations.

Iveta finished her secondary education in 1987 and in 2006 she received a Diploma in Public Relations from the London School of Public Relations, a certified course organized by the Czech Association of PR Agencies.

She works in DBM on an account for the American company United Parcel Service, BILLA and Czech CFA Society. For two consecutive years she has been part of the organizational team for Forecasting Dinner 2009 and 2010. Iveta also works on pro bono activities for Prague Literature House.

Iveta has also supported clients like ArcelorMittal Ostrava, HSBC and Czech CFA Society.

She is fluent in English.



**Simona Kopová**  
Account Director

**Simona Kopová** has worked for DBM since March 1997. She currently works as Account Director and provides consulting chiefly in the areas of healthcare, services, and finance.

Prior to joining the agency, she spent two years working in the training department of the French pharmaceutical company Servier.

She has a master's degree in media studies at the Faculty of Social Sciences of the Charles University in Prague. She is a graduate of the Ostrava University School of Arts and Sciences, where she attained a bachelor's degree in English. In 1999, she completed the Burson-Marsteller University program in Norwalk, Connecticut.

In June 2000, she received a Diploma in Public Relations from the London School of Public Relations, a certified course organized by the Czech Association of PR Agencies.

She speaks English, partly Russian.

Simona has worked on the following accounts: Karlovarské minerální vody, Balírny Douwe Egberts, Assisted Reproduction Centre Iscare IVF, Centre for Obesity Treatment Iscare, Pfizer, Janssen-Cilag, Johnson & Johnson, Unilever, United Parcel Service, Winterthur penzijní fond, Abbott Laboratories, Foundation for Bone Marrow Transplantation.



**Karla Krejčí**  
Business Development Director

**Karla Krejčí** joined DBM in 1996. In her role of Business Development Director, she has responsibility for new business development and supporting the growth of accounts. Karla also provides consulting services to clients in the public health, transport and financial services sectors.

Prior to taking on this role, Karla worked as a journalist in “Czech & Slovak Investment News”, an English language fortnightly reporting on the issues concerning business, economy, politics, and law in the Czech Republic and Slovakia. In 1993, she also helped to develop the economy, business and finance reports broadcast on Český rozhlas – Praha, the Czech public-service national radio.

Karla is a graduate of the Faculty of International Relations where she majored in Economic Journalism at the University of Economics, Prague (1995) and the Institute of Mass Communication and Journalism at the Faculty of Social Sciences, Charles University in Prague (1998). She broadened her knowledge in communications studies in a number of specialized programs for example the Burson-Marsteller University in the USA and Perception Management studies in London.

She is fluent in English, with a good command of French.

Important accounts: Annual Meetings IMF/WB Prague 2000, Avaya Communication, Czech On Line, Čokoládovny, Daventree, DHL International, Expandia Banka, McDonald's, Roche, The Bell School, and UPS.



**Tereza Kubánková**  
Public Relations Consultant

**Tereza Kubánková** joined DBM in September 2011 as Public Relations Consultant.

Holding a law degree from Charles University's Law Faculty, she has been practicing law until recently. She worked as a lawyer at the privatization department of the Czech Ministry of Economy for two years and as a credit lawyer at Commerzbank AG for four years. Prior to joining the agency, she worked as Junior Associate in a law firm specializing in criminal law. In addition to her legal skills, she decided to further her knowledge in Media Communication and Creative Writing at Josef Škvorecký Literary Academy. Her international experience includes a study stay at the Law Faculty of Passau University in Germany.

She is fluent in German and has a working knowledge of English.



**Petr Kutílek**  
Senior Public Affairs Consultant

**Petr Kutílek** joined DBM in October 2010 as Senior Public Affairs Consultant.

His previous work experience spans the private, public, and non-profit sectors.

In 2008-2010 he worked at Respekt Institut, a non-profit organization, as program manager, initiating and leading public decision-making transparency projects. As part of his previous work for non-profit organizations, he communicated with key actors in the Czech and European public institutions. An advocacy mission of European human rights activists that he led in Brussels in 2005 helped stop the lifting of the EU embargo on arms exports to China. In 2003-2004 he also served as an international relations advisor to the then vice-president of the Czech Senate, Mr. Jan Ruml.

Petr also has interesting analytical experience from the business sector. While at Gabal Analysis & Consulting, he investigated the living and business conditions for expatriates in the Czech Republic. At Monitor CE, he worked for three years with clients among the international business and diplomatic community in the Czech Republic and analyzed the coverage of EU affairs in the Czech media for EU institutions.

After his undergraduate studies at Charles University (Faculty of Humanity Studies), he continued his study in Hungary and the United States. He gained his MA in political science from Central European University in Budapest in 2002, and recently an MS in public service management from New York University.

He speaks fluent English and some German.



## Jan Laštovička

Director Creative Communications

**Jan Laštovička** has worked for DBM since October 2005. He currently holds the position of Director Creative Communications.

He obtained his master's degree from the Teaching Faculty of Teaching at Charles' University in Prague in 2004. During his studies he spent six months at Seminariet for Formgivning in Nykøbing, Denmark, where he studied graphic design.

Prior to joining the agency he worked in the design department of Porcela Plus a.s. His designs are also being used by Karlovarský porcelán a.s.

In September 2006, he was awarded a Diploma in Public Relations by the London School of Public Relations, a certified course organized by the Czech Association of PR Agencies.

Jan is fluent in English.



## Zuzana Migdalová

PR and Media Consultant

**Zuzana Migdalová** has worked for DBM since October 2001 and currently holds the position of PR and Media Consultant. She works on accounts for clients operating in services, healthcare, telecommunications, and other industrial businesses. In addition, she devotes some of her time to corporate charity and 'pro bono' projects.

Prior to joining DBM, she worked as an assistant for an investment consulting company, the Association of Cable Television Stations, and the Czech Association of Cable Communications.

She obtained her master's degree in Mass Communications from the Social Sciences Faculty of Charles University in Prague in May 2001.

In 2002, she received a Diploma in Public Relations from the London School of Public Relations, a certified course organized by the Czech Association of PR Agencies.

Her mother tongue is Slovak and she is fluent in Czech, English, and French. She completed a French course at the Sorbonne in August 2001.

Zuzana has worked on the following accounts:

Centrum asistované reprodukce Iscare IVF, GTS, Medical Healthcom, Nová huť, Občanské sdružení Pohoda, Orange Slovakia, Poinsettia, United Parcel Service Česká republika, Winslow Partners.



**Josef Průša**  
Chief Information Officer

**Josef Průša** has worked for DBM since June 1996 as Chief Information Officer.

Prior to joining DBM, Josef worked for computer periodicals as a lab technician and reviewer. He has published articles in PC Magazine Czech Edition, and in Computer World and PC World magazines published by IDG Czechoslovakia. He has also worked for FCC Folprecht as a software and network specialist.

He is a graduate from the Czech Technical University - the Electrotechnical Faculty.

He is fluent in English and conversational German and Russian, currently is learning French.



**Ilona Řízková**  
Consumer Relations Consultant

**Ilona Řízková** joined DBM in May 2011 as Consumer Relations Consultant.

During her career she gained experience in media and business. She worked with top professionals of major Czech companies and having headed their offices, she was responsible for the entire administration and managed small teams of colleagues.

In 2005-2006 she worked together with executive and chief financial officer of CME, owner of TV Nova. Two years earlier, in the publishing house Mediacop, she worked as office manager for the company's media director and editor in chief of magazines Týden and Instinct.

In TV Nova as an employee of Česká nezávislá televizní společnost (CNTS) from 1996-2001, she also held the position of the office manager to the first of the main news editors-in-chief and later also for the general manager of the channel.

For five years, she worked for JVC, which has exclusive representation for this brand of electronics in the Czech Republic.

In DBM she works for clients: Karlovarské minerální vody, Stars For Europe.

Ilona spent past few years abroad. During that period she advanced her Romanian language skills, and she also speaks English.



**Andrea Sitárová**  
Senior Public Affairs Consultant

**Andrea Sitárová** joined DBM in January 2009 and specializes in government relations and public affairs. Her past experience is in diplomacy and public policy analysis. She worked as a consultant for OECD in Paris, interned at the United Nations in New York (ECOSOC) and worked for almost five years at the Embassy of Canada in Slovakia, most recently on public affairs and public diplomacy projects.

Andrea holds a professional MPA in Public Policy and Management from London School of Economics and from Institut d'Études Politiques de Paris (Sciences Po), she also completed her postgraduate studies of European Affairs at the Law School of Comenius University in Bratislava and holds an dual degree MA in International Business and Marketing from University of Economics in Bratislava and Université Jean Moulin in Lyon.

During her studies, she focused her research on policy leadership and entrepreneurship of political leaders in pursuing controversial reforms, organizational change, coalition building and leadership communication and she used sophisticated analytical tools, including scenario planning analysis and quantitative methods.

She is fluent in English, French, Slovak and conversant in German and Italian.



## Lenka Štěpanyová

Public Relations Consultant

**Lenka Štěpanyová** joined DBM in September 2007 as a Public Relations Consultant.

She holds a master's degree in English and Spanish Philology, Psychology and Education from the Faculty of Education at the University of South Bohemia. Lenka also spent one academic year at the University of Alcalá de Henares in Spain studying Spanish Philology at the Faculty of Philosophy. After being awarded a scholarship by the Spanish State Department, she took a Course in Spanish and Cultural Studies at the Autonomous University of Madrid.

Prior to joining DBM she was employed by the state administration. At the Prague 7 City District she was partly responsible for the supporting methodically the professional development of teachers, and mainly for fundraising and related data processing. Her focus were national grants and projects under the auspices of the European Economic Area (EEA) or Norwegian Financial Mechanisms to improve the level of Prague 7 kindergartens and elementary schools. In addition to her teaching jobs at high and private language schools, Lenka also has marketing experience from working in call centers for Volvo and Ford as an employee of the G.P.S. and Wunderman Cato Johnson in Prague.

In February 2006 Lenka received a Diploma in Public Relations from the London School of Public Relations, a certified course organized by the Czech Association of PR Agencies.

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