



10/2005

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A TRIP TO THE WORLD OF ADVERTISING AND DIRECT SALES



Two lectures from our Academies cycle took place in the premises of CERGE-EI on 17. October. This time our secondary-school students met representatives of Amway Czech Republic and McCann Erickson advertising agency. For some participants well-known method of direct sales was the topic of a presentation of **Jan Stránský, Amway Czech Republic** Executive Director. Using a number of examples and situations from the real life Jan Stránský explained basic principles of one of the oldest business methods, which is applied by more than 50 million people world-wide and which represents an annual turnover of almost 90 billion USD. He also mentioned necessary character conditions for work in direct sales, motivation and

compensation of agents, marketing and psychological aspects of this method. His lecture called out questions from students and teachers, by answering which Mr. Stránský touched also the issue of negative perception of direct sales by a part of public and warned the participants against confusion between this proven and well-established sales method and illegal financial systems such as „the pyramid“ and „the aeroplane“. In the other part of the Academy the watchers accompanied by **Viktor Mastník, McCann Erickson** Account Director set off to the world of advertising. Step by step Mr. Mastník went through the process of an advert creation being surprisingly complex for a current consumer, he described the structure of an advertising agency, functions of individual departments and also clarified some of the mysterious terms used in the advertising language. The students with their teachers learned from a few case studies how the Fidorka biscuit was relaunched in the Czech market, how the sales of Absolut Vodka was being increased globally or that the production of a TV advert is mostly boring. And, in the end, some of the definitely not boring ads were shown.

RESULTS OF JA-YE ENTERPRISE 2010 SURVEY – THE FUTURE OF EUROPE IN THE EYES OF YOUNG EUROPEANS

Opinions of more than 10 000 young people from 25 countries of Europe are represented by the results of the **Enterprise 2010** survey organized by the network of **Junior Achievement – Young Enterprise Europe** whose objectives were to contribute to the public debate on the Lisbon Agenda and the future of Europe. The respondents recruited from the upcoming generation of entrepreneurs, managers or employees, mostly in the age of 16 – 19 years and in 65 % participating or having participated in Junior Achievement programs. This quantitative study focused on the approach of young Europeans towards the enterprise, the role of education, their career goals and their view to the future of Europe. The results of the survey are clear: the European youth believe that entrepreneurs can be made and are willing to accept the risks involved in setting up their own business. At the same time they require more emphasis on training – 78 % of the respondents hold the view that for sustaining the social and economic development of Europe, education should be the highest priority. JA-YE Europe is now working on data reports for individual countries, which took part in the survey. Since the Czech Republic is one of them you will find information about opinions of Czech secondary-school students in one of JA Newsletter next issues.

THE EUROPEAN CHALLENGE 2005: STUDENTS ENGAGED IN MESE PROGRAM COMPETE IN AN INTERNATIONAL CONTEST

Junior Achievement – Young Enterprise Europe announced again **The European Challenge** contest, in which 745 teams from 15 European countries participate in four categories. Also 12 teams from the Czech Republic compete amongst 3 000 students. The participants find themselves in the positions of production companies managers, they analyze computer financial reports, create their business strategies and decide on amounts of products and their price and about investments in production, marketing, research and development. Overall they try to lead their company to success. First round runs between 22. October and 2. December followed by round two from 14. December to 4. February. Finals in the form of a whole-day on-line contest are held on 11. February 2006 and 16 best teams will participate. Three best teams in each category will be rewarded by cash in total amount of 2 000 EUR. Results of The European Challenge 2005 will be available in appropriate JA Newsletter issues.

GRAMMAR-SCHOOL STUDENTS FROM BÍLOVEC EXPERIENCED COMMON WORKING DAY IN HEWLETT-PACKARD



Last-year's winners of the **Best MESE Team** competition, which is partnered by **Hewlett-Packard**, Jan Herman and Ondřej Vojtasík from the M. Koperník Grammar School in Bílovec set off for Prague in the middle of October. A reward waited there for them: the Hewlett-Packard company enabled them to spend a whole day „in the back“ of one of its top managers. The object of the shadowing was Mr. **Karel Vavruška** who is responsible for the area of Public Affairs in HP. In his company the students took part in a real business meeting, they learned first-hand about the structure of Hewlett-Packard, its operation principles and functions of individual departments. They met also Mr. Vavruška's colleagues who they could talk to about possible job opportunities in HP during their planned university studies. An informal discussion with Mr. Vavruška about his working experience, successes and adventures from frequent business trips abroad was not skipped either. Evaluation of this „excursion“ by the students themselves was explicit: it became a life experience for them, a motivation for further success and studies.

JUNIOR ACHIEVEMENT TRAINED TEACHERS IN TTBIZ



Teachers from all around the country came to the Prague headquarters of **American Express** on 20. October to get trained in **TTBiz – Travel and Tourism Business** program, which is focused on enterprise and economy in the area of tourism. Besides information necessary for the classwork the teachers tested a number of practical activities which they will work with in the class. On this occasion they also exchanged their experience in learning by doing, which is the type of classwork how Junior Achievement programs work.

NEW MEMBERS OF JUNIOR ACHIEVEMENT REGIONAL BOARD OF TRUSTEES

The team of JA regional Board of Trustees grew by four new members in October. New members of the Board became: **Dr. Ing. Josef Macháček, MBA** from **Free Zone Ostrava**, **PhDr. Magda Habrmanová, CSc.** from **Ostrava Regional Chamber of Commerce**, **Ing. Marcela Šebestová** from **ČSA Ostrava** and **Ing. Jana Mudrová** from **Moravská Ostrava and Přívoz District Office**.

THANKS

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