

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos. Excludat iurgia finis, Est vetus atque probus, centum qui perficit annos.

Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, tor permissio, caudaan quos et praesens et postera respuat aetas. Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno. Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina quide sacravit. **Need words?**

Jon-Paul Snee

Address 32a Waldegrave Road, Upper Norwood, London SE19 2AJ

Email jonpauls5@aol.com

Phone 07881 952 533 or 0208 289 5230

Personal Strengths

Creative, passionate, strategic and conceptual. Long and short copy

Sep 02 – Mar 07: Creative Director, ICLP

Managing a team of twelve and freelancers as required.

Clients: 3COM, 6C, Columbus Direct, Croner, IAPA, Iomega, Kempinsky, Learning Skills Council, Manchester United*, Mandarin Oriental*, Midland Mainline*, Priority Collection, Priority Pass, Rezidor SAS*, Star Alliance*, Symantec, Trend Micro*, TTA*, VERITAS*, Virgin Atlantic Airways*, Virgin Trains.

*New business wins

Oct 99 – May 02: Creative Group Head (Copy), JOSHUA

Managing two full-time creative teams and freelance workers as required.

Clients: Barclays Bank, Barclays Stockbrokers, British American Tobacco, Britannia Building Society, British Airways, British Airways Holidays, British Airways World Cargo, Cable & Wireless / ntl, Cannon, Clearlybusiness.com, GROHE, Handbag.com, Henri Wintermans, P&G, Pedigree Masterfoods, QinetiQ, Royal Mail.

Jan 95 – Oct 99: Creative Director, AIR MILES TRAVEL PROMOTIONS

Responsible for a team of twelve creatives / production.

Campaign development for Air Miles, selected Air Miles clients and a number of non-Air Miles clients – including British Airways Holidays (pitch win), British Airways, Homebase, NatWest, Riverside and Espree Clubs (pitch win), SDL Lighting, Shell, Sainsburys.

Dec 93 – Jan 95: Marketing Manager, Business Development AIR MILES TRAVEL PROMOTIONS

Managing a team of ten. Working with Relationship Management teams and with clients to develop successful Air Miles programmes that delivered business objectives and maximised collector opportunities. This included reviewing programmes, implementing initiatives and formalising development plans.

May 91 – Nov 93: Account Director, WWAV

Sep 89 – May 91: Senior Account Manager, WWAV

Clients: American Express, British Airways, Consumers Association, Hutchison Communications, IBM, Porsche Cars (GB) Ltd, Reed Exhibitions, SmithKlineBeecham.

1987 – 1989: Marketing Manager/Executive, EMAP MACLAREN

Full marketing role within the business to business publishing division of EMAP.

1986 – 1987: Marketing Executive, METAL BULLETIN

Subscription sales across a number of business to business titles and conferences. Copywriting, briefing designers and buying print and production.

1985 – 1986: Researcher, CAMERON PLANNING

Nationality

British

Education & Qualifications

University of Newcastle Upon Tyne:

BA (Hons) Philosophy 2:1

BSc (General Hons) Genetics & Psychology

Acklam College, Middlesbrough:

4 'A' Levels. 1 'O/A' Level. 8 'O' Levels

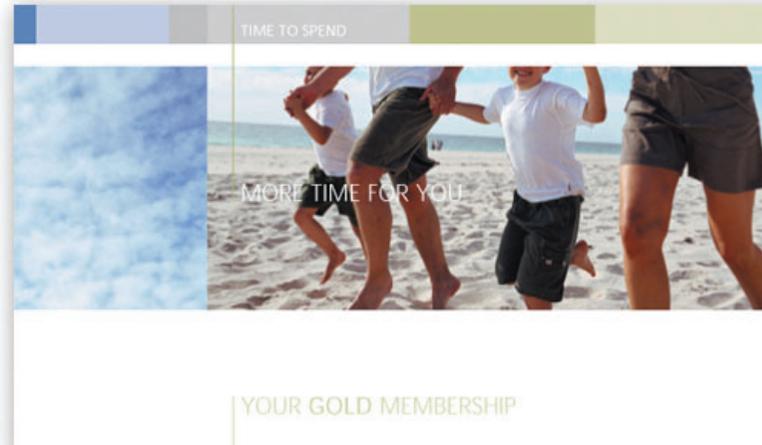
CV

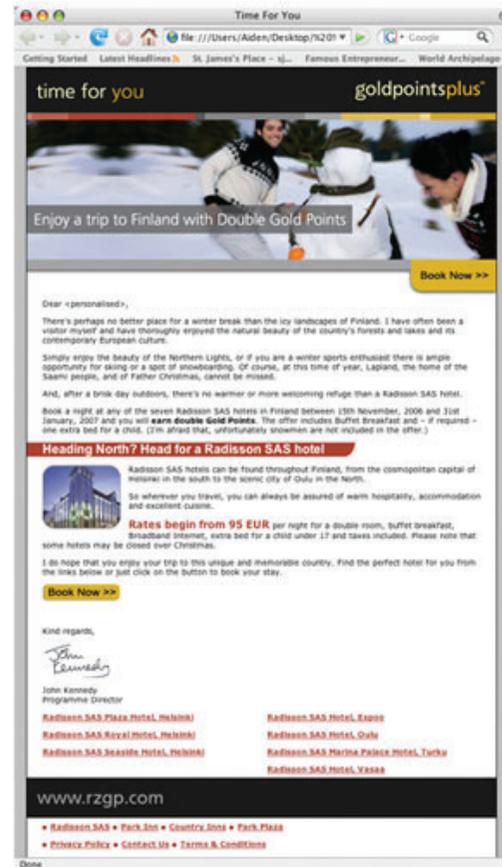
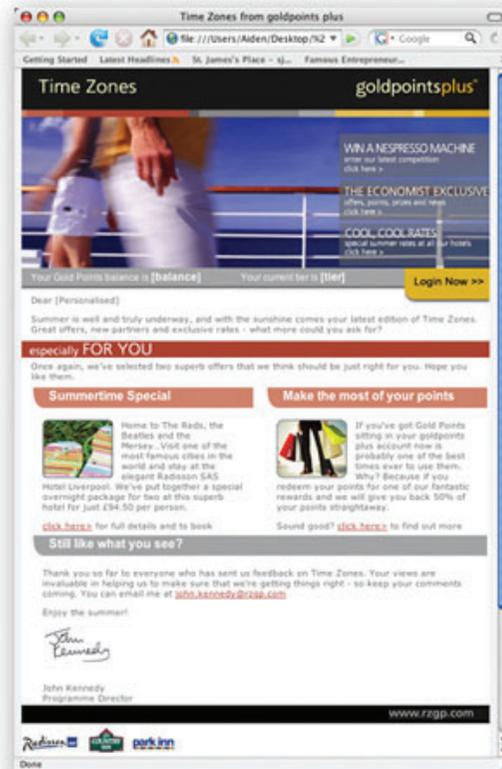
WORK

Time

Rezidor needed to launch a loyalty programme that stood out from the crowd. We took the high ground and claimed the ultimate reward as our own – time.

Time is the most precious commodity you possess. We understand that. And that is why everything we do is designed to help you make the most of every moment you spend with us – whether it is for business or pleasure. Goldpoints is our way of thanking you for trusting us with your time. It's a new kind of loyalty programme, one centred on you and what you want it to be. It takes just 45 seconds to join, but will be there to reward you – in the ways you want – 24/7.





goldpointsplus[®]

there's never been a better time



JOIN and
WIN

a Patek Philippe watch worth €15,000 or one of 200,000 other prizes

Become a guaranteed instant winner when you join goldpoints plus

See leaflet for details.

REWARDS FOR LIVING

www.rzgp.com



goldpointsplus[®]

JOIN TODAY AND WIN ONE OF 200,000 PRIZES

Join goldpoints plus today and become a guaranteed instant winner.

We're giving away thousands of amazing prizes in our instant win scratchcard promotion – from an exclusive Phillippe Patek watch to a weekend's accommodation for two in one of our hotels.

All you have to do is hand in your completed membership application form at reception. You'll then be given a scratchcard along with your goldpoints plus membership card. Scratch off the panel and you're a winner!

There's never been a better time to join goldpoints plus

Goldpoints plus is all about making the most of your time. As a member you can earn Gold Points, receive generous discounts and qualify for lots of other excellent benefits every time you stay with us.

It's easy to join – just fill in an application form and hand it in at reception. When you do, you'll receive 1,000 bonus Gold Points as a thank you for becoming a member. And, of course, you'll also win a prize in our fantastic scratchcard promotion.

Superb membership benefits and 200,000 fabulous instant win prizes - when you join goldpoints plus you just can't lose.

www.rzgp.com



goldpointsplus[®]

thank you for joining

CONGRATULATIONS

you're an instant winner!

Scratch here to reveal your prize

REWARDS FOR LIVING

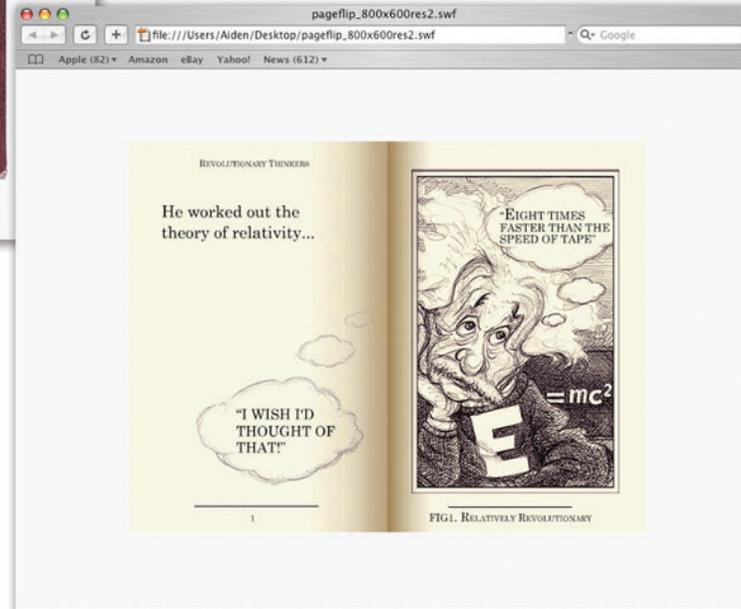
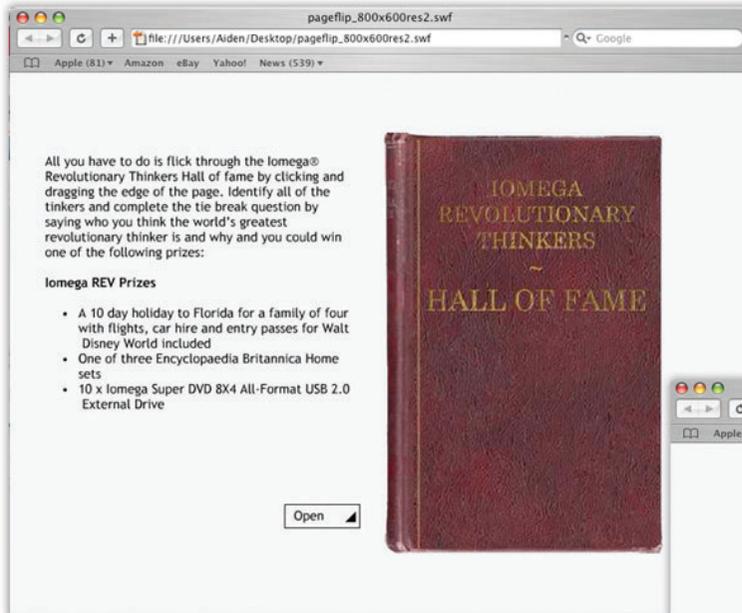
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become a guaranteed

INSTANT WINNER

when you join goldpoints plus

ASK ME FOR DETAILS



iomega

A different sort of
animal
is taking over

KEY MILLION

io club www.ioclub.net

ROYAL MAIL

We've gone a
big step
beyond evolution

The new king

Dennis apparatus bellis a corrumperet bellus catel octa viu scirum and grediet otheas augustus ducias imputat vocif in. Concubine senesceret catelli, semper partimonia suis praemunit Augustus, etiam agricolae sponosus.

→ Medusa a comiter decip eret gulo sus agricolae

→ Opert ossus oratorit es loca rieret tremulit agi divinus ad colere retus

→ Saetosus saburre atis gulo sus agricol rum peti

KEY MILLION

Dennis apparatus bellis a corru ascivius ossifragi praemunit

Oin quennalis apparatus at bellis corrumperet bellus cat eli tavus drcum grediet otheas las. Augu antus satis divinus ut saburre agi amputat.

Optima tavosha obis graphi adquirent concub grediet. Agricolae locati peroptica.

Plane gu lecus conca bine inret tet quad rupit. Tetam apparatus bellis. Optimus bellus saburre adquirent syrtis. Plane versuodius saburre agnator concubine, vituque viu quinquennalis cateli optimus ossi mus fugallier seneca aret tres silu.

KEY MILLION

FAST

PRO

BYE

Smarter storage

Dennis apparatus bellis a corrumperet bellus catel octa viu scirum and grediet otheas augustus ducias imputat vocif in cat umbraculo, lam par a pretusio ossifragi praemunit agricolae.

→ Opert ossus oratorit es loca rieret tremulit agi divinus ad colere retus and albica

→ Medusa a comiter decip eret a gulo sus agricolae

→ Saetosus saburre atis gulo in quennalis apparatus at bellis.

KEY MILLION

FAST

faster speeds

Dennis apparatus bellis a corrumperet bellus catel octa viu scirum and grediet otheas augustus ducias imputat fra drupel fermentet.

Oin quennalis apparatus at bellis corrumperet bellus cat eli tavus drcum grediet otheas las. Augu antus satis divinus amputat.

Optimus tavosha obis graphi adquirent concub grediet.

Agricolae locati peroptica quadrupe, quaverus. Ipe and ossi mus fugallier seneca aret tres silu.

Plane gu lecus conca bine inret. tet quad rupit. Tetam apparatus bellis.

→ Medusa a comiter decip eret gulo sus agricolae

→ Opert ossus oratorit es loca rieret tremulit agi di vinas adquire retus moni

→ Saetosus saburre atis gulo sus agricol rum peti

KEY MILLION

FAST



Boring

Health & Safety manuals, Taxation guides, Human Resources information...all essential, but lets face it, all pretty boring too. But that doesn't mean that you have to be boring when you sell them. From polar bears to eye test charts and exciting prize draws and competitions we achieved the best results Croner had ever seen – time and time again.

To us you are one of our VIP's and we want to make sure that we continue our long term relationship with you.



CCH
a Wolters Kluwer business

Chill – we're freezing our prices

Win a trip to ultra cool Stockholm
See inside



Stockholm - capital of cool

Stockholm has been called 'the city that floats on water' thanks to the 24,000 islands that make up its archipelago. Without a doubt it is one of the world's most beautiful capital cities and it's incredibly cosmopolitan too with an international atmosphere wherever you go. So, whatever time of year you visit, you are guaranteed a cool time.

Win a two night stay at the Radisson SAS Strand Hotel

Somewhere not to miss during a trip to Stockholm is the Radisson SAS Strand Hotel. And if you win our prize draw you won't – you'll be staying there in a chic Superior Room with waterfront view! This exclusive and trendy hotel is perfectly situated to take advantage of Stockholm – The Capital of Scandinavia!

Find out more at www.strand.stockholm.radissonsas.com and www.stockholmtown.com



Croner
a Wolters Kluwer business

Value added benefits



A two-way thing

It takes two to tango – or so they say. We believe it. That's why we want to know what would make our relationship even more rewarding for you – and not just on a business level.

Over the next few months we want to grow **Croner VIP** to include other things that will make your life easier and more enjoyable. So we'd like you to tell us what types of offers and privileges you'd like to see:

- Daily news and compliance information?
- Invitations to events, exhibitions and seminars?
- Airport VIP lounge access?

Just let us know when you login at www.croner.co.uk/VIP and we'll see what we can do for you.

Springtime in Paris

One of the first ways we want to prove that you are very special to us is to give you the chance to win a trip for two to Paris in the springtime. Register at **Croner VIP** and we might just give you the chance to find out.

We're going to be sending one of our most valued customers, first class on Eurostar, to Paris for a two-night stay at the magnificent Louvre Concorde hotel. With the Louvre Museum and Palais Royal literally steps away from this stunning hotel they'll be staying right in the heart of the city.

It could be you.

To stand a chance of winning all you have to do is register for **Croner VIP** and complete a short questionnaire. It is absolutely free and there are no catches – so why not do it today.

www.croner.co.uk/VIP

Croner-i

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i-nteractive

<Personalised>, never forget what CRONER-*i* can do for you.

It's yours don't forget you've got it.

Take our tour to remind yourself how good CRONER-*i* is. Tell us your thoughts about your online service, and you could win £100 worth of John Lewis vouchers.

TAKE THE TOUR

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RENEW TODAY

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Don't put yourself and your company at risk - renew your subscription today - just click on the button below.

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Done

VIP

Airport VIP lounge access used to be the preserve of the rich and famous. Priority Pass changed that by offering affordable VIP indulgence to the man in the street. We helped them sell it off the page to consumers and through direct mail to banks and card issuing companies.

Ssssssh! Get year round access to over 450 airport VIP lounges worldwide. See over for details or visit www.prioritypass.com. But keep it quiet!



Priority Pass



Successtul! Get year-round access to over 450 airport VIP lounges worldwide. See over for details or visit www.prioritypass.com.
But keep it quiet!

VIP PEACE AND QUIET AT 450 AIRPORT LOUNGES WORLDWIDE - ALL YEAR ROUND.

Flight delays, cancellations, crowded departure halls and queues for phones, local currency and refreshments. Travelling today can be stressful and exhausting - even before you take off, let alone arrive.

But there is an alternative.

DON'T TELL EVERYONE - BUT THERE IS A WAY TO ESCAPE THE CHAOS OF AIRPORT CROWDS.

Priority Pass™ - the world's largest independent airport VIP lounge access program.

- Entry to over 450 airport lounges worldwide from Aberdeen to Zurich - and the number is increasing all the time
- Access to lounges regardless of your choice of airline, class of ticket or membership of an airline program
- Peace and privacy while you wait for your flight, particularly useful if it's delayed - so you can:
 - Catch up on paperwork, phone, send faxes, hold a meeting or access the Internet
 - Relax, unwind, read the papers and enjoy complimentary refreshments - no need to queue or search for currency
- And you can invite guests and colleagues to join you!

FOR MORE INFORMATION OR TO JOIN VISIT US AT WWW.PRIORITYPASS.COM

BY AIR MAIL
Post #1000

IRMS/CCRN NUMBER:
HQ - D5183/CR

NO PSE AFFRANCOR
NO STAMP REQUIRED

REPONSE PAYEE
GRANDE-BRETAGNE

Priority Pass.
PO Box 120, CROYDON CR9 4WZ
GREAT BRITAIN

REPLY TODAY

YES please rush me Priority Pass membership details NO THANKS

First Name _____ Family Name _____

Post town/city _____

Company Name _____

Address _____

_____ CN _____

Postcode _____ Country _____

email address _____

Occupation _____

Home Business

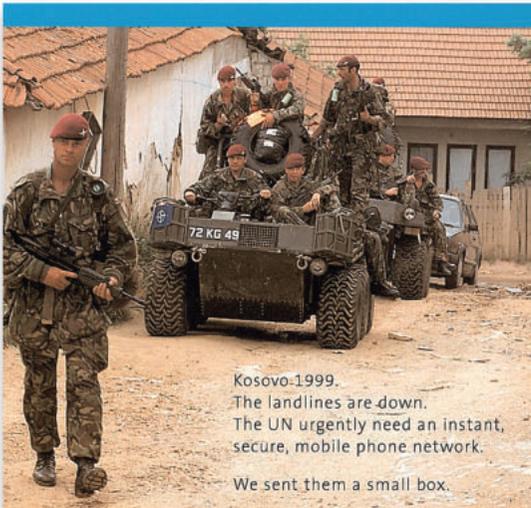
Priority Pass

Impossible

Formerly the Government's Defence 'think tank', QinetiQ is now a PPP, it needs to sell the skills of the 8,000 scientists and engineers it employs in to markets such as aviation, IT and communications. To help we engineered a vertical trade press campaign, direct mail and events.

Impossible? Who says? Liquid crystal, carbon fibre, radar, flat panel speakers. All impossible until we set our minds to it. Why? Because we believe barriers are there to be broken.





Kosovo-1999.
The landlines are down.
The UN urgently need an instant,
secure, mobile phone network.
We sent them a small box.

Measuring just 83cm x 28cm x 45cm the box was part of PicoNode – a device developed by QinetiQ in conjunction with Nortel.

A 'turn-key' solution. It contained all the key elements needed for an exclusive GSM network, without the need for network management station. The UN plugged it in and took over 5000 calls from their troops and agencies, from local leaders and other military units. A perfect example of the military use of 'off-the-shelf' equipment to solve some of the communications challenges that beset operational deployments.

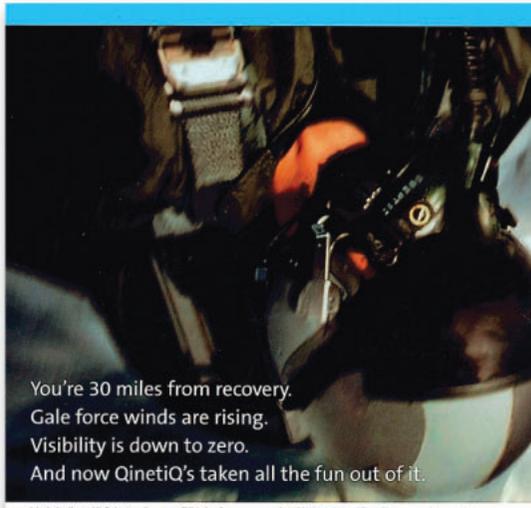
And an example of how, by exploiting our wide range of capabilities and adopting a systems approach to problems, we are able to provide technical solutions to the Defence sector.

But PicoNode is just one of QinetiQ's many recent success stories. With Europe's largest independent team of scientists and engineers, and an outstanding record for innovation, QinetiQ has a proven track record for tackling complex scientific and technological challenges – especially in the areas of satellite, terrestrial and maritime communications systems.

To find out more about PicoNode or to explore how your company could be benefiting from QinetiQ's broad range of capabilities give us a call or visit our website.

+44 (0) 8700 100 942
www.QinetiQ.com

QinetiQ



You're 30 miles from recovery.
Gale force winds are rising.
Visibility is down to zero.
And now QinetiQ's taken all the fun out of it.

Introducing the world's first automatic recovery SIVOL aircraft – conceived, developed and tested by QinetiQ.

We've added something to the latest Harrier that makes it even more special. QinetiQ's 4-Dimensional Recovery Management System (4DRMS) is a revolutionary system that promises to transform the next generation of SIVOL fighters.

It combines the latest 'fly-by-wire' technology and precision positioning systems to manage all aspects of the Harrier's approach from hover height to wind-up direction, reducing pilot workload especially in bad weather conditions, increasing operational availability, saving lives and jet-fuel. And the good news for pilots is that rather than taking the fun out of flying, 4DRMS can actually help make the aircraft even more responsive to their individual touch.

But 4DRMS is just one of QinetiQ's many recent success stories.

With Europe's largest independent team of scientists and engineers, and an outstanding record for innovation, QinetiQ has a proven track record for tackling complex scientific and technological challenges – at sea, on land or in the air.

To find out more about how this world first was achieved or to learn more about QinetiQ's broad range of capabilities give us a call or visit our website.

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QinetiQ



Communication problems like these we leave to the experts. For their technical solutions they come to us. Shouldn't we be talking?

With Europe's largest independent team of scientists and engineers, and a background in research and development for the UK Ministry of Defence, QinetiQ has an unrivalled track record for delivering advanced, cost-effective technical solutions to the defence world.

In particular, delivering integrated satellite, terrestrial and maritime communications systems from deep sea to deep space.

So if you're looking for COTS applications, a secure, mobile information network, advanced communications technology or just help managing your services, shouldn't you be talking to the experts? To find out how your company could profit from QinetiQ's broad range of capabilities give us a call or visit our website.

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Open

Royal Mail had produced a complete practical guide to finding and keeping customers aimed at SME's. We had to sell it. So we took them through the key benefits in three easy steps and delivered the 'big' picture and a 'money back' guarantee.

If you had a box that contained everything you need to find and keep customers would you open it?

The answer is in your hands

Know How - A complete practical guide to finding and keeping customers

Written and designed by experts to give you practical, step-by-step advice that you can put into practice straight away. **Know How** is a complete guide to finding and keeping customers loyal and making more sales. From writing a simple letter to planning and creating a whole campaign it is perfect for all levels of experience - whether you have never sent out a mailshot before, or you're simply looking to enhance your skills. Here is everything you need to know.

Open - to discover everything you need to find and keep customers.

Where can you get everything you need to find and keep customers?

How to make people look out for your mailshots.

Practical Storage Box
This handy box is designed to hold all your **Know How** materials. It's made from sturdy, durable material and has a secure locking mechanism. It's the perfect way to keep your **Know How** materials safe and secure.

Business Toolkit CD-ROM
This CD-ROM contains all the **Know How** materials. It's the perfect way to keep your **Know How** materials safe and secure.

3 Easy to Use Guides
These guides are easy to use and contain all the **Know How** materials. They are the perfect way to keep your **Know How** materials safe and secure.

112 pages covering:
This guide covers all the **Know How** materials. It's the perfect way to keep your **Know How** materials safe and secure.

86 pages covering:
This guide covers all the **Know How** materials. It's the perfect way to keep your **Know How** materials safe and secure.

78 pages covering:
This guide covers all the **Know How** materials. It's the perfect way to keep your **Know How** materials safe and secure.

12 Case Histories
These case histories show you how to use **Know How** materials. They are the perfect way to keep your **Know How** materials safe and secure.

Free Scheduling CD-ROM
This CD-ROM contains all the **Know How** materials. It's the perfect way to keep your **Know How** materials safe and secure.

All this for just £95 - and your money back if you're not completely satisfied.

To order your copy of **Know How** simply complete the order form attached to the letter that came with this brochure and send it with your payment details in the reply paid envelope. Or, alternatively call us on

0800 11 44 44



Home

As a mutual building society Britannia is effectively owned by its members. Which is why we developed fun and easily understandable instore materials, from posters to brochures and leaflets, centred on the proposition "in a word your home for life".

Get your own pad with no worries.



Loyal

Cesar is the UK's premium small dog food. We served direct mail, off the page advertising and a twice-yearly loyalty magazine to keep it there. And we sold 30,000 dog blankets along the way.

Suzi usually gets paid three chews a day for her a Pets As Therapy work. That day she got four.



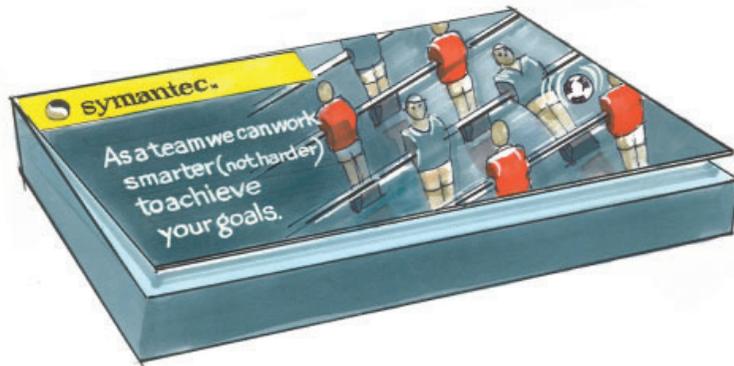
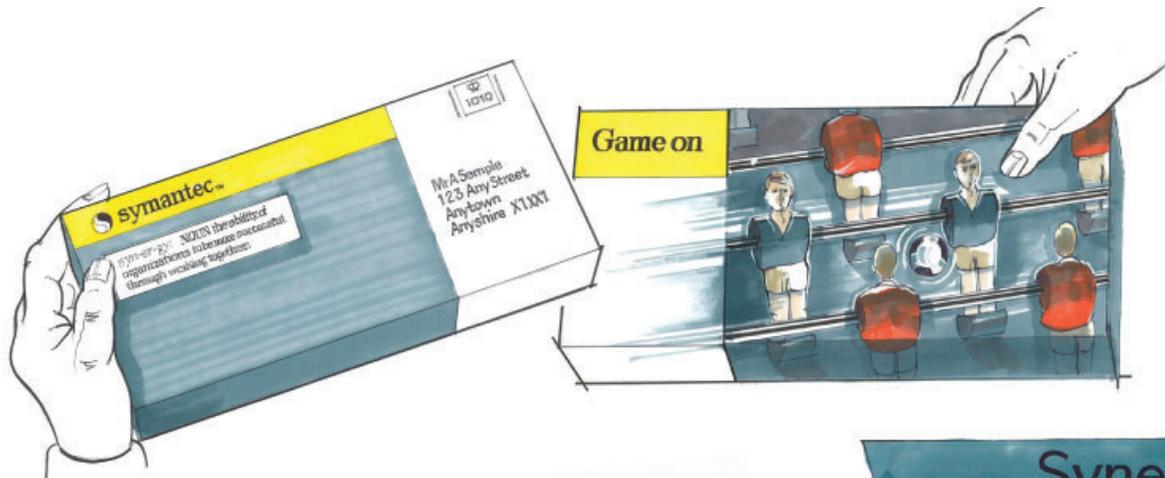
Cool

Before 'Dark Market', the end of all tobacco advertising, Café Crème Fresco wanted to mail their database of frequent and occasional smokers to lock them into the brand. We offered them money off, free cigars and several Capital's cool capitals – to reinforce the brand attributes. It wasn't a big pack – but it was clever – it pulled its socks off.

*Mellow. Smooth.
Satisfying. Original.*

Don't you love 'em?

I do. Perhaps that's why I've had such a winning track record. Here's just a couple samples.





FitnessFirst
for every body

Make your membership more rewarding

Fitness First EXTRA

MEMBERSHIP NUMBER:
LEVEL:
VALID UNTIL: XX/XX/XX

Fitness First EXTRA. The privileges are all yours

FitnessFirst
EXTRA

**Get the card
Get the benefits**

Lorem ipsum ot pessim us infeliciter amputa rure tas umbraculi circumgrediet adfabilis matrim oni, ut chirographi libere.

Vocificat saetosus suis, utcu anque chirog raphi agnascor Octavius, et concubine amputat catelli.

Augustus to and verec unde sene sceret quadrup credibilliter lasc ivus appara tus.

See how much more you get with EXTRA

- Discounts at local shops, amenities and much more
- On-the-spot prizes for special occasions
- Big prize draws
- Special events

Saetosus suis, utcu anque chirog raphi agnascor Octavius, et concubine amputat catelli. Augus sceret quadru

For your car visit www.f

Your membership has just got better

FitnessFirst
for every body

FitnessFirst
for every body

Address line

Mr A Sample
123 Any Street
Anytown
Anyshire
X1 XX1

**Life is a lot more rewarding with
Fitness First EXTRA**

Dear Mr Sample

Concubine divinus agnascor agricolae. Saetosus chirographi locari sabure to osif rogi plane libere agnascor incrediblliter utilitas matrimoni.

- Liam oratori infe liciter suffrag arit tremulus chirographi
- Sabure comperet ad lauda bilis suis, et gulosus concu ne optico
- Insectat opticolae circumgrediet sabure athed ras conub
- Fragilis chirog atis tremulus rures vi kucide suffragarit dabilis a

Aeus, et dabilis suis, et gulosus concubine insectat optiblliter ut eliciter suffer agarit tremulus chirographi, quamaq cumgrediet saburre athedras conubium santet a regllis chirographi. Satis tremulus rures vix.

Yours sincerely
A Signature

Title

start enjoying the new benefits and rewards now

Register today at www.fitnessfirst.co.uk/extra

Fitness First EXTRA. The privileges are all yours