

## A true partnership

Danish firm Jabra provides audio equipment and videoconferencing systems for businesses and consumers. We spoke with Abi Holdaway, who is responsible for PR and communications, about the company's valued partnership with *Technology Record*:

### Please tell us how *Technology Record* has effectively supported your aspirations.

*Technology Record* has given us the opportunity to share news and views on the topics that really matter most to us. The quality, detail and production value of every issue really stands out; and there is always interesting and thought-provoking content to read and learn about.

### What elements of your engagement with *Technology Record* have you most enjoyed?

It's always so valuable to hear from others in the Microsoft community and to be part of the debate. In addition, it's great to be able to meet with the *Technology Record* team at tradeshow and events, to inspire us all with new ideas and show what we've been up to.

### To what extent did the *Technology Record* team make this a positive experience for you?

I always enjoy working with the *Technology Record* team; they make the planning on our side as easy as possible. The team understands our business and has really helped us to develop the stories we want to tell. They make it feel like a true partnership and joint collaboration.

Find out more about Jabra at [www.jabra.co.uk](http://www.jabra.co.uk).



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**Abi Holdaway**  
PR and Communications  
Jabra

