

## **PROBAKO COMMUNICATIONS / HUNGARY**

### **Probako Promotes the Jubilee Concert of the Famous Hundred Gypsy Violins Orchestra and Announces a New Client**

The world famous **Budapest Gypsy Symphony Orchestra** has chosen Probako to coordinate the communication tasks of its 25th jubilee concert. The orchestra, which travelled the world to entertain the lovers of fine and quality symphonic music, gave a special birthday concert in Budapest, the city, where the orchestra was formed. Besides the regular pr tasks the agency was responsible for media planning and organising sponsorship as well.

Probako organised a workshop for **Jabra**, a global headset brand, owned by the Danish-company GN Great Nordic. Jabra develops, manufactures and markets a broad range of wireless and corded headsets for mobile phone users, contact centres and office-based users. The journalists were among the first ones testing the new-generation uniform communication (UC) compatible headsets.

R. Nagy András, managing director of Probako Communications was asked to serve as the moderator of a series of events called Marketing School organised by the **American Chambers of Commerce**. The program presents marketing-communication strategies and campaigns of well-known and successful brands and also provides an opportunity for young marketing staff to discuss these issues with invited guest experts.