



General Recommendations for Blog Cross-Promotions

Submit third-party or partner news release requests via your Synergy SKY Representative for routing to the Synergy SKY corporate marketing team. A few blog recommendations follow:

1. The headline must clearly show that the announcement is coming from the partner company and cannot give the impression it is a joint news release unless a joint release has been agreed upon.
2. If the news release mentions any joint sales, marketing, or support work as part of the agreement, this mention needs to be approved by Synergy SKY and a formal joint contract. We request a two-week approval cycle for joint releases.
3. If you are requesting a quote from a Synergy SKY representative, we need to review and approve the entire news release, including the proposed quote.
4. Synergy SKY will not approve quotes that endorse your products or services relative to other competitive offerings. For example, Synergy SKY will not say you offer the “best” product or service.
5. Do not use superlatives, hyperbole, or terms such as “the only” or “the first” in your release unless they are substantiated by data from a reputable third-party source.

Template

Tweak the following as you wish. We remain available to help you customize the message as much as needed.

Strategic partnership: **Your organization** and Synergy SKY aim to guarantee interoperability amongst videoconferencing technologies

Your organization is glad to announce our strategic partnership with the global technology company SynergySKY, one of the most renowned solvers of technical challenges in collaboration/video conferencing. **Your organization** and Synergy SKY will now co-operate further to leverage Synergy SKY’s strengths in improving and streamlining the user experience and administration by removing unnecessary complexity from video conferencing.

“Insert quote”

– **Your name, Your title** at **Your organization**



Do you struggle with any of the following video meeting challenges?

- Complex multi-vendor environments
- On-prem, hybrid, and cloud coexistence
- Sub-par user-experience

Other important differentiators include the ability for Synergy SKY CONNECT to provide users valuable analytics, in-room booking, no-show detection, check-in to rooms, one-touch Join for virtual meetings, control virtual meetings, people count, and automatic room release. If you want to learn more about Synergy SKY, you can visit synergysky.com or [send them a message](#).

“Insert quote”

– **Synergy SKY representative, Synergy SKY representative job title** at Synergy SKY

We are confident that our strategic partnership with Synergy SKY will provide our customers with a solution that helps save time and costs, maximizes the value of their already existing videoconferences and allows greater flexibility in **Your area/country**.

Add your CTA here.

About Synergy SKY

Synergy SKY develops trailblazing yet user-friendly software for all meetings. Its goal is to remove all the complexities of video conferencing that prevent you from focusing on what matters: the outcome of the meeting. Through a set of analytics, reporting, monitoring, and scheduling tools, they make it easy for you to schedule, manage and attend business meetings.

About **Your company**

Add your company description here.