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Special EU Programmes Body
Foras Um Chláir Speisialta An AE
Boord O Owre Ocht UE Projecks

PRESS RELEASE

Thursday 18th March 2010

COMMUNICATING THE BENEFITS OF EU FUNDING

A special seminar designed to teach local PEACE III and INTERREG IVA funded projects how to improve their communication capabilities recently took place in the Jordanstown campus of the University of Ulster.

Organised by the Special EU Programmes Body, which manages both programmes, the event also acted as an invaluable networking opportunity and provided guidance on how the projects can acknowledge the support they receive from the European Union.

“The EU Funded PEACE and INTERREG Programmes provide support to initiatives that create greater levels of economic prosperity, cross border cooperation and peace and reconciliation throughout Northern Ireland, the Republic of Ireland and Western Scotland,” said Pat Colgan, Chief Executive of the SEUPB.

“The purpose of this event was to help the projects, who are driving these initiatives forward, let the wider public know what they are doing and ensure due recognition of the assistance that is being provided by Europe,” he continued.

Attended by a diverse range of projects based in and around the Antrim area the seminar included a presentation from local journalist Susan Gillen, who gave tips and advice on the best way to approach the media.

The event also focussed on how projects can effectively access new on-line social media sites like ‘facebook’ and ‘twitter’ to help get their messages across.

Specialist Internet Marketing Consultant Johnny Beirne was on hand to deliver a presentation on how project beneficiaries can improve their websites ability to secure higher levels of ‘on-line’ traffic.

“The advent of social networking sites has radically altered how people are communicating today. Most of us now have some form of virtual presence, whether that is a facebook page or even a private e-mail account.

“Whilst the internet offers enormous potential for pro-active communication it has to be handled with a degree of sophistication or you can easily alienate the very people you are trying to reach,” he continued.

For further information on both PEACE III and INTERREG IVA please visit www.seupb.eu

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Notes to Editor:

The Special EU Programmes Body is a North/South Implementation Body sponsored by the Department of Finance and Personnel in Northern Ireland and the Department of Finance in Ireland. The Body was established on 2 December 1999, under the Agreement between the Government of the United Kingdom of Great Britain and Northern Ireland and the Government of Ireland (8 March 1999) establishing the implementing bodies.

The Special EU Programmes Body’s principal function is to provide the Managing Authority and Joint Technical Secretariat functions for the PEACE III and INTERREG IVA Territorial Co-operation Programmes (2007-2013). It also has a signposting and supporting role for projects wanting to engage with the INTERREG IVB Transnational and INTERREG IVC Inter-regional Programmes.