



SEETRANS 2011

LJUBLJANA

April 12th-13th 2011

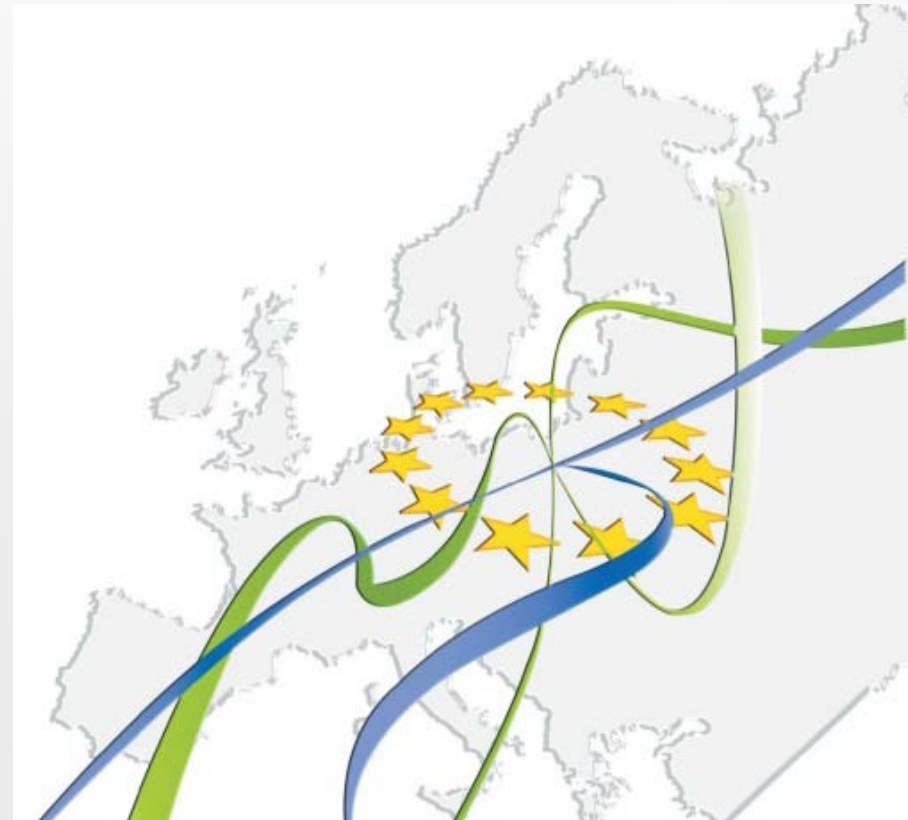


PRESS4TRANSPORT, the *Virtual Press Office* which improves EU Sustainable Surface Transport (SST) research media visibility on a national and regional level!

Our VPO is available to **project coordinators** to promote their research results, relevant news or any noteworthy topic relating to SST to be covered by the media.

Enhance the **visibility** of your project
with a professional **PRESS** service!

www.press4transport.eu



What we offer

The VPO will help you in a few simple steps:

- you submit information or news about your project on the platform
- the VPO team of journalists **produces a professional press release** in cooperation with the scientific supervisor
- the press release validated by you will be finally **disseminated through our EU-wide media network**

Validation Process



The PRESS4TRANSPORT Platform

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Latest news: [Oil Giant BP Develops Battery Cell You Can Refill At The Pump](#)

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To participate to our initiative and to subscribe to our free services click [here](#).
If you need more information on our project, please download our [INFO PACK](#).

PRESS4TRANSPORT has also joined [Transport Knowledge Research Centre](#) (TKRC) and acts as a complementary tool to it for the communication of transport research information.

Latest Releases

[No to Noise](#)

Project Mid-Frequency Analysis in Vibration and Acoustics

News

[Oil Giant BP Develops Battery Cell You Can Refill At The Pump](#)

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Highlights

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PRESS4TRANSPORT INFOPACK



The diagram illustrates the structure of the 'PRESS4TRANSPORT INFORMATION PACKAGE'. It features a central image of the brochure cover and a list of its components on the right side.

COMPONENTS:

- 1. **COVER**: The main brochure cover, featuring the PRESS4TRANSPORT logo and the text 'INFORMATION PACKAGE'.
- 2. **INTRODUCTION**: A page providing an overview of the service.
- 3. **ABOUT THE SERVICE**: A page detailing the scope and benefits of the PRESS service.
- 4. **CONTACT INFORMATION**: A page with contact details for the service providers.
- 5. **FAQ**: A page with frequently asked questions.
- 6. **TERMS AND CONDITIONS**: A page with the legal terms of the service.
- 7. **ANNEXES**: Additional documents related to the service.

The main brochure cover includes the following text:

PRESS4TRANSPORT
improving EU surface transport media visibility

INFORMATION PACKAGE

Enhance the **visibility** of your project
with a professional **PRESS** service!

www.press4transport.eu



Virtual Press Release Platform

WHAT IS IT?

PRESS4TRANSPORT will fundamentally act as an independent press office for all the SUSTAINABLE SURFACE TRANSPORT projects/initiatives identified on a national and regional level with the aim of enhancing each projects' visibility among the media.

PRESS4TRANSPORT will collect project information and will structure it, subsequently turning it into a professional press release to be distributed and promoted among our media network members.

PRESS4TRANSPORT features a user-friendly virtual press release tool that performs the entire press release process online.

The team behind **PRESS4TRANSPORT** consists of professional journalists, university professors and IT specialists all with a background in sustainable transport topics.

The tool does not require any additional software downloads or complex technical specifications.

ALL YOU NEED IS:

- Register at **PRESS4TRANSPORT's platform**
- Submit information about your project (news about your project, mid-term and final results, upcoming events, workshops or exhibitions) that you would like to turn into a catchy media-friendly press release
- Suggest the media (mainstream and specialised media) you would like to promote your news to

HOW DOES IT WORK?

Registration process

Go to **PRESS4TRANSPORT** official website at <http://www.press4transport.eu>

After completing the brief registration process which provides some basic information about you and your project, a confirmation e-mail will be sent that officially grants you access to the platform.

At this point, you will be able to insert a piece of news about your project that you would like to transform into a press release and distributed among relevant media.

You can submit all kinds of relevant news to the platform such as your project results, upcoming events, workshops or project meetings etc. **PRESS4TRANSPORT** journalists could help in identifying newsworthy stories about your project.

Updates about your project will be promoted among media that might be interested in publishing the news as well as being uploaded to the **PRESS4TRANSPORT** website.




WHAT WE OFFER FREE OF CHARGE

Do you want to successfully inform the public within your project results in the field transport? You can submit your news via our online tool the **Virtual Press Release Platform** by posting a short text that will then be edited by our team of journalists to produce a **professional press release**. After your approval this Press Release will be disseminated through specialized media.

Do you fear that your project results will be misunderstood and the scientific results misinterpreted? Your press release will also benefit from a thorough technical review from our scientific partners **POLOMOB**, **BUTE-DHRE** and **MDCE**. We will always ask for your permission before diffusing any information.

If you are running a regional or national project in the transport field and you would like to benefit from PRESS4TRANSPORT services, please JOIN US!

HOW TO PARTICIPATE



BENEFITS! Your project will:

- Increase visibility in the scientific community as well as amongst the general public
- Journalism and scientific experts can turn your news into a dynamic journalistic article capable to reach relevant audience
- Promote regional and national transport research programmes and their respective projects
- Be published in main transport journals and reviews
- Attract the local and national media, while being covered by European level media
- Create new synergies
- Benefit from innovative user-friendly tools

PRESS4TRANSPORT – Call FP7-SST-2008 RTD 1 – Project number 234258




**Virtual Press Office to improve EU Sustainable Surface Transport
research media visibility on a national and regional level.**

OUR PROJECT IN BRIEF
PRESS4TRANSPORT is currently running under the 7th Research Framework Programme.
PRESS4TRANSPORT was launched to support national and regional projects in the transport area, by providing a communication service at European level.

The main idea of **PRESS4TRANSPORT** is to fill the gap in communication skills which is commonly present in national and regional research projects. An efficient and professional service for disseminating research results will be provided, with the support of professional journalists that will operate behind the Virtual Press Office platform. Communication needs of the projects will be collected and elaborated in professionally edited press releases, which will then be sent to selected media with the aim to improve each projects' visibility.

WHO WE ARE
The **PRESS4TRANSPORT** partners cover all communication services, with experts in online press releases (**CYBION**), experienced journalists (**EJC**) and professionals in dissemination strategies for European projects (**INOVAMAIS** and **CLEPA**) as well as scientific supervision (**POLOMOB**, **BUTE- DHRE** and **MDCE**).

Project coordinator:
[CYBION Srl](#) – IT & Communication experts, Rome, Italy, Rina Angeletti

[EJC](#) – European Journalism Centre, Maastricht, Netherlands.
[CLEPA](#) – European Association of Automotive Suppliers, Brussels, Belgium.
[INOVAMAIS](#) – Innovation Consultant, Oporto, Portugal.

Scientific partners:
[BUTE](#) – Budapest University of Technology and Economics, Budapest, Hungary.
[MDCE](#) – Maritime Development Center of Europe, Copenhagen, Denmark.
[POLOMOB](#) – Sustainable Mobility Pole, Rome, Italy.

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The consortium





Register at www.press4transport.eu





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Register To PRESS4TRANSPORT

Welcome to PRESS4TRANSPORT, the virtual press office for EU, National and Regional funded transport projects!

The PRESS4TRANSPORT team is thankful for your participation.

To subscribe to our free services (this project is fully financed by the European Commission), please provide the following information, also inserting a brief description of your regional transport project and research.

Choose your login and password that will be immediately e-mailed to you with all the access information to the platform.

Fields marked with * are mandatory fields.

NB: If you have already your login and password, click here to [login](#)

Choose your login: *

Choose your password: *

Name of Project: *

Name of organisation: *

Country of organisation: *

Contact person: *

Contact Email: *

Telephone:

Sector: *

Funding programme:

Please provide a brief description of your project that covers the objectives, current status and concrete results that have been achieved:

In registering for PRESS4TRANSPORT, in order to receive the free services, I am giving the authorisation to publish the name of my organisation on PRESS4TRANSPORT website and on [TRKC](#) website.

Newsletter Register

[Login](#)

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Highlights
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PRESS4TRANSPORT is funded by the European Commission's Directorate-General for Research under the Seventh Framework Programme for Research and Technological Development (FP7).



Further information at
info@press4transport.eu



Thank you for your attention!

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