

USAID and Counterpart Build NGO Capacity In Communication Strategies

Ashgabat, February 6, 2009. On February 4-6, 2009, the Turkmenistan Community Empowerment Program (TCEP), funded by the U.S. Agency for International Development (USAID) and implemented by the Counterpart International, delivered a seminar on public relations for a group of Turkmen specialists. Participants included representatives of Turkmen NGOs and partners from all five regions who are participating in the USAID-funded TCEP program. The seminar was also funded by the British Embassy in Turkmenistan.

The seminar focused on public relations and communications strategies. It enabled the 20 participants to expand their knowledge of public relations, strengthen the communication capacity of their organizations, and exchange experience in public relations practices. The NGO representatives gained additional skills in the development of effective communication and PR strategies, as well as building communication and relationships with various target groups. "It is very important for an organization to be able to communicate with various target groups. I have no doubt that the knowledge obtained at the seminar will allow us to develop and strengthen links with state, public, and business structures, and achieve success in addressing the social-economic tasks," said one of the participants.

The seminar was delivered by TCEP's local trainers.

Turkmenistan Community Empowerment Program is one of the many assistance projects made possible by the American people through the United States Agency for International Development (USAID). Since 1993, the American people through USAID have provided more than \$80 million in programs that support Turkmenistan's economic growth, social sector, and community initiatives.

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