

**March 1-2, 2018**

Renaissance Mobile Riverview Plaza Hotel  
64 S. Water St., Mobile, AL 36602

AAPA’s 2018 Public Relations Seminar will combine lecture, interactive discussion and instructor-led exercises to cover topics vital to maritime industry communications professionals. Topics will focus on three communications priorities: 1) developing effective messages; 2) increasing community and stakeholder engagement; 3) employing successful communications tools and techniques.

***On Wednesday, Feb. 28, from 3:00 p.m. to 5:00 p.m., PR Workshop attendees are invited to join the Alabama State Port Authority on a narrated port tour, followed by a no-host dinner. Please email AAPA Public Affairs Director Aaron Ellis ([aellis@aapa-ports.org](mailto:aellis@aapa-ports.org)) no later than Friday, Feb. 22 to RSVP and receive instructions on how to participate.***

## Thursday, March 1

### Effective Message Development

8:00 – 8:30 a.m. **Continental Breakfast (Host TBA)**

8:30 – 8:45 a.m. **Opening Remarks**

*Mary Beth Long, Chief External Affairs Officer, AAPA*

*James K. Lyons, Director and CEO, Alabama State Port Authority*

*Judith Adams, Chair, AAPA Public Relations Committee, Vice President, Marketing Alabama State Port Authority*

8:45 – 10:30 a.m. **Messaging for Port and Brand Awareness**

*This session will focus on case studies of effective message development to increase community, stakeholder, influencer and policymaker awareness of the value of ports and the support they need to successfully meet their economic, social and environmental goals. Panelists will represent deep-draft and inland waterways ports.*

**Moderator:**

*Betty Ann White, Manager, Government Affairs and Public Relations, Port of Pascagoula, MS*

**Speakers:**

*Andria Muñiz-Amador, Director, Public Affairs, Marketing and Communications, PortMiami*

*Sau Bridgewater, Manager Public Relations & Communication, Curacao Ports Authority*

*Debra Calhoun, Senior Vice President, Waterways Council, Inc., Washington, D.C.*

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**Thursday, March 1** *(continued)*

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10:30 – 10:45 a.m.     **Break**

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10:45 a.m. –  
12:15 p.m.     **Strategic Messaging Exercise**

*For commissioners and CEOs to other key executives and communications staff, the most effective and convincing messages are those that are mission-based and strategic, formulated with the organization's goals and objectives in mind. In this instructor-led session, participants will review sample mission statements, goals and objectives, then write messaging points around a scenario unique to their table.*

**Moderator:**

*Judith Adams, Marketing Vice President, Alabama State Port Authority, Mobile, AL*

**Instructors:**

*Kristi Tucker, Director-Communications, Airbus Americas, Inc., Mobile, AL*

*Scott Posey, Director-Communications, AM/NS Calvert, Calvert, AL*

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12:15 – 1:30 p.m.     **Lunch**

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**Community/Stakeholder Engagement**

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1:30 – 3:00 p.m.     **Encouraging Stakeholder Engagement and 'Buy-In'**

*In this session, panelists will discuss a host of compelling case studies on ways they are achieving desired engagement among their key stakeholders, and how stakeholder involvement helps shape port events, policy and even port infrastructure.*

**Moderator:**

*Carol A. Scott, APR, Fellow PRSA, Senior Counselor, Harris, DeVille & Associates, Inc., Corpus Christi, TX*

**Speakers:**

*Adele Yorde, Public Relations Director, Duluth Seaway Port Authority*

*Joe Harris, Senior Director, Media Relations, Virginia Port Authority, Norfolk, VA*

*Arley Baker, Senior Director, Communications, Port of Los Angeles, CA*

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3:00 – 3:15 p.m.     **Break**

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3:15 – 5:15 p.m.     **Effectively Handling A 'Crisis of Confidence'**

*Handled poorly, an organizational 'crisis of confidence' can take many forms and quickly erode stakeholder support. A key port executive is accused of malfeasance. An important safety rule is broken, leading to an accidental death. A negative environmental report is covered-up. A port is unfairly skewered in an inaccurate news article. In this instructor-led session, participants will examine a set of potentially adverse scenarios and then develop a mini-action plan of their own to address the issues and regain their community's trust.*

**Instructors:**

*Scott Rye, Director, Black Flag Communications, Pensacola, FL*

*Drexel Gilbert, Speaker/Motivator/Author, DrexelGilbert.com, Mobile, AL*

- 6:00 – 7:30 p.m.     **Reception** (*business casual or casual attire; serving heavy hors d'oeuvres and cocktails*)
- hosted by the Alabama State Port Authority at GulfQuest Museum – the National Maritime Museum of the Gulf of Mexico, 155 South Water St., Mobile (*short walk from hotel*)
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**Friday, March 2**

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**Communications Tools and Techniques**

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- 8:00 – 8:30 a.m.     **Continental Breakfast (Host TBA)**
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- 8:30 – 10:00 a.m.     **A Focus on Social Media**  
*Panelists in this session will showcase a host of innovative, effective and particularly relevant social media platforms and programs they are using at their ports to increase brand awareness, improve community outreach, boost stakeholder engagement and vie or that all-important “social license to operate.”*

**Moderator:**

Sabrina J. Alexander, APR, S. Alexander Consulting, Inc., Mobile, AL

**Speakers:**

Kimberly Aguillard, Media & Marketing Manager, Mississippi State Port Authority at Gulfport

Jenna MacDonald, Director of Marketing, Belledune Port Authority, New Brunswick, Canada

Abbi Russell, Communications Manager, Port of Vancouver USA

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- 10:00 – 10:15 a.m.     **Break**
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- 10:15 a.m. – Noon     **Stand and Deliver**  
*With the predominance of digital communications, today’s PR professionals may come to rely almost entirely on electronic means to deliver their messages, develop relationships and respond to their key audiences. If used exclusively, these “virtual” platforms can harm the messaging process since so much communication is non-verbal. During this instructor-led session, participants will learn the basics of effective face-to-face communication, both for one-on-one meetings and group presentations.*

**Instructors:**

Scott Summerfield, Principal, SAE Communications, Pleasanton, CA

Jake Epker, Ph.D., Mobile, AL

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- Noon     **Wrap-up and Adjourn**
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