

Business Development Workshop

A one-day conference focusing on port business development skills training.

WEDNESDAY, APRIL 3, 2019
Port Houston Headquarters Board Room
111 East Loop N, Houston, Texas 77029

Tuesday, April 2

5:30 – 7:30 p.m.



Prior to the workshop, join your port colleagues for a catered, 90-minute networking tour of the Houston Ship Channel aboard the M/V Sam Houston, which has been operating as Port Houston's public tour vessel since its inaugural voyage on July 30, 1958. Embarking from Port Houston's Sam Houston Landing, you'll enjoy passing views of international cargo vessels and operations at the port's Turning Basin Terminal. The 95-ft. vessel holds up to 100 passengers and features air-conditioned, lounge seating, as well as standing room outside on the boat's deck.

To join the tour, please email AAPA's Aaron Ellis (aellis@aapa-ports.org) to RSVP and get driving directions to our departure point, which may change depending upon on the number of participants. Please be sure to factor this pre-workshop networking event into your travel plans.

Wednesday, April 3

8:00 – 8:30 a.m.

Registration and Continental Breakfast

8:30 – 8:45 a.m.

Welcome and Opening Remarks

8:45 – 9:45 a.m.

Corporate Diplomacy: Even in Business, It's Personal!

Whether you frequently travel abroad to meet with overseas customers, or entertain them on your home turf, it takes special skills to successfully communicate across cultures. In this brief overview and demonstration, you'll learn some best practices for verbal and non-verbal communication when meeting with overseas customers, prospects and dignitaries.

Speaker:

*Deanea LeFlore, Director of Community Engagement, Partnerships, Education
Station Houston, Houston, TX 77002*

9:45 – 10:45 a.m.

Negotiation Skills Training (Part One)

The ability to negotiate is a required skill in today's business arena. Whether you are dealing with customers, suppliers, employees, creditors or other stakeholders, negotiations are key. In this two-part session you will learn to identify your own conflict style, become aware of cognitive biases in negotiations, learn how to implement more effective negotiating strategies and how to avoid some common pitfalls. Knowledge is power, and by the end of these sessions you will have the tools to enhance your negotiating prowess while maintaining valuable relationships

Speaker:

Dr. Melissa Baldo, Instructor, Lamar University College of Business, Beaumont, TX

Wednesday, April 3 *(continued)*

10:45 – 11:00 a.m.	Mid-Morning Break
11:00 a.m. – 1:00 p.m.	Negotiation Skills Training (Part Two) Speaker: <i>Dr. Baldo</i>
1:00 – 2:15 p.m.	Lunch
2:15 – 3:30 p.m.	Port Case Studies in Supply Chain Data Sharing and Blockchain <i>Sharing data between port stakeholders and supply chain partners, and the use of blockchain technology, provides more transparent, seamless, timely, reliable and non-corruptible operations resulting in improved intermodal fluidity, efficiencies and transparencies along the supply chain. This is sparking attention in the freight movement industry, including with ports. Hear from ports that are incorporating this technology into their supply chain logistics</i> Moderator: <i>Filip Vandebussche, Business Development & North American Port Representative, Antwerp (Belgium) Port Authority</i> Speakers: <i>John Moseley, Chief Commercial Officer, Port Houston</i> <i>Brian Hill, Program Manager, GE Transportation, Atlanta, GA</i>
3:30 – 3:45 p.m.	Mid-Afternoon Break
3:45 – 5:00 p.m.	Persuasively Packaging Data To Entice, Excite and Emote <i>If you've ever started a conversation with a client that involves use of complicated charts and spreadsheets, no matter how impressive the numbers, you've likely seen their eyes begin to glaze over. To use data persuasively, it must be packaged in ways that are entertaining, emotionally appealing and easily digestible. In this session, you'll learn ways to make your data points stand out and shine as you present your port's value proposition and marketing narrative.</i> Moderator: <i>Eric Olafson, Director, Global Trade and Business Development, PortMiami</i> Speakers: <i>Kelsey Ruger, Senior Director, Product Experience, P97 Networks, Houston, TX</i> <i>Christopher J. Moyer Sr., President & CEO, SME Solutions Group, Tampa, FL</i>
5:00 p.m.	Program Adjourns
