

2012 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous <u>XX</u> _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Entry Title "TradeConnect 201" Business & Legislative Outreach Program

Port Name Port of Los Angeles

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of L.A.'s Trade Development, Government Affairs & PR Teams

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (*assess major internal and external factors*)
 - Problem Statement (*briefly describe in specific & measurable terms*)
- **Summarizes Planning and Programming**
 - Goals (*summarize desired outcome or end result*)
 - Target Publics (*be specific; list primary and secondary audiences if appropriate*)
 - Objectives (*identify specific and measurable milestones needed to reach goal*)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (*identify media choices, etc., that require tactics to complete*)
 - Tactics (*specify actions used to carry out strategies*)
 - Implementation Plan (*include timelines, staffing and budget*)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)
 - Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)

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TITLE OF ENTRY "TradeConnect 201" Business & Legislative Outreach Program

Communications Challenge/Opportunity

In 2007, the Port of Los Angeles launched a TradeConnect business outreach program as a way to 1) increase regional business awareness about the importance of the port and global trade to Southern California; 2) educate small- and medium-sized businesses about the ins and outs of importing and exporting; and 3) ultimately, create business development opportunities for the Port. TradeConnect's original "Trade 101" primer workshop became a great platform for connecting with not only private businesses, but also partnering with regional chambers of commerce and regional elected officials in order to give them something they could offer their business members and constituents, respectively. In 2011, the Port expanded the program with a more intermediate level of "Trade 201" workshops.

The program has been spearheaded by the Port's Trade Development team, with support from Government Affairs and Communications. In relation to the strong business, legislative and media exposure TradeConnect has yielded, the program cost very little to develop because the Port designed the program based on forming a variety of key partnerships with organizations that had channels into various segments of the regional business community.

TradeConnect has been an overwhelming success in terms of strengthening and growing the Port's business support base and positioning the Port as an expert and a networking partner for regional business associations and specific businesses. TradeConnect has helped business forge partnerships. The largest expense to date has been approximately \$16,000 expended on a booth and booth rental for the Magic Show in Las Vegas, and this October the Port may attend the Magic Show in Shanghai with the same booth. At the Shanghai Magic show, partnering sessions will take place between US-based clothing and apparel exporters and the Chinese-based buyers and government officials who would enable them to expand into that marketplace. In that setting, the Port will document the step-by-step export process and incorporate that guidance into future China-focused export workshops.

In terms of notoriety, the program has been called a national template for how the US can educate and empower businesses to establish and grow their overseas markets. While the program was never expected to generate tangible increases in shipping container volumes through the Port, strong export cargo stats for 2011 translated into a number of media stories suggesting that this program might be giving the Port a competitive edge as an export gateway. (This has not been substantiated, but we liked the publicity and the positioning the media coverage gave to the Port.)

Planning and Programming

The main partners in the TradeConnect "Trade 101" workshop program include, but aren't limited to, a chamber or business association (which would vary by event); the US Department of Commerce's LA Trade Office; the Port's sister agency, Los Angeles World Airports; various export-import banks (which are federally required to sponsor educational programs); and a shipping-specific organization, like the regional association of freight forwarders. As mentioned earlier, the Port also approached local elected leaders to hold events in their districts that would be promoted and sponsored by the elected official.

In the ensuing years, the program gained a tremendous amount of interest within the diverse Southern California business community, so much so that the Port's Trade Development team began to augment the program, develop workshops specific to emerging markets. By 2010, as the nation was slowly struggling to recover from the Global Recession, the "Trade 101" workshops were well known and well positioned for additional opportunities. The opportunities came when the Obama Administration announced its National

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Export Initiative (NEI), and the national focus then turned to ways the public and private sectors could educate companies on how to establish or grow their overseas business. The NEI became the national impetus for creating export awareness and assistance programs, like TradeConnect, in major metropolitan markets nationwide. The NEI provided a tremendous springboard for the Port's TradeConnect program to expand its educational scope and stakeholder reach. Since the Port of LA's TradeConnect program was already well-established the Port's Trade Services and Governmental Affairs teams were able to promote TradeConnect at a national level, develop a new array of export-focused workshops and services, expand their work with the Department of Commerce, and even help AAPA raise the profile of our nation's ports as valuable assets that can be leveraged and play a role in helping the economy recover and the nation to increase its exports.

In 2011, the Port rolled out a new "Trade 201" intermediate-level range of workshops that included Commodity-Specific workshops and industry-specific Trade Show activity. TradeConnect made its first debut at the 2011 Magic fashion and apparel trade show in Las Vegas, partnering with the Department of Commerce and the California Fashion Association to help educate new fashion labels – many from Southern California – about how they can start an overseas export program.

In 2011, TradeConnect offered a full complement of programs – from "Trade 101" basic workshops, to Emerging Market-focused workshops; to Commodity Specific workshops and Trade Shows; to "Trade Mission" –type networking opportunities and one-on-one business counseling for companies who are poised to take their business to the next level but just need to create some overseas partnerships

Actions Taken & Outputs

TradeConnect has been a success because it filled a void that existed, especially in the Southern California marketplace. Here, many small business owners are immigrants. They have a connection with their native country and they have ideas about what products from their home nations could sell here in the US, or vice versa. They often see opportunities, but the knowledge and effort required to establish or grow a business through imports/exports is daunting to the uninformed. Chambers, ethnic-specific business organizations, elected officials and even the Federal government have a strong desire to help these businesses as a value-add to their members or constituents. The Port recognized this and was able to bring these different essential partners together, create a "Trade 101" curricula, and brand a program that's now nationally recognized.

While the Port of Los Angeles founded the TradeConnect initiative and was the "category leader" among Port authorities represented in this kind of initiative, we also recognized the value of exporting a program like this to the port industry to enable other ports nationwide to create similar programs in their markets. To this end, we created and introduced a "TradeConnect Tool Kit" to help ports and other organizations across the country start similar programs in their markets.

As "TradeConnect" evolved to meet the needs of recovering marketplace, the Port was also able to develop more intermediate "Trade 201" workshops and support services that focused on a number of the most active industries (fashion/apparel and agriculture, for example) and international trading partners (Asia, India, Japan, Korea, Hong Kong, and soon Vietnam, Indonesia, Singapore and Malaysia). Along these lines, wherever possible, the "TradeConnect" workshop has provided an opportunity for the Port to articulate "The L.A. Advantage" of importing or exporting through the Port of Los Angeles. At the 2011 and 2012 Heartland Shippers Conferences, for example, two Port executives were invited to participate in panels to specifically discuss port-exporting issues and possibilities, which provided an ideal opportunity to communicate "The L.A. Advantage" to this important audience of Midwest customers. In addition, earlier this year, the Department of Commerce brought 50 Ambassadors from developing countries around the world to the Port for a tour and presentation – which included a briefing on TradeConnect and on "The LA Advantage."

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TradeConnect has also opened new doors in strengthening the Port's partnership with the Department of Commerce, regional business advocacy organizations like the L.A. County Business Federation, and think tanks like The Brookings Institute. Brookings recently invited the Port to be part of its Global Cities Initiative, a metro-market initiative that focuses on developing a new growth model that creates more and better jobs by engaging rising global demand and attracting global talent and capital into our major urban centers.

Outcome and Evaluation

The materials in this binder have been organized to provide a deeper overview of the program and its evolution in terms of how we provided messaging and explained TradeConnect to specific audiences through speeches and talking points (Section 1); the general promotional materials we developed (Section 2); how we were able to garner tremendous exposure and recognition through our broad and growing variety of TradeConnect workshops (Section 3); and what kind of results we were able to garner – through publicity and also by actually helping businesses make valuable connections (Section 4).

Section 3, in particular, illustrates the broad reach of business events in which we were main sponsors and usually took the port representative spot on the agenda. The out-of-pocket costs for participating as a traditional sponsor this many workshops would have been substantial and hard to justify in terms of an ROI. But because we developed the TradeConnect program and brought it to these organizations, we benefited from a great deal of exposure for just the cost of the materials we produced to distribute at each event. The expertise to run the program is in-house, and we have not had to hire additional employees to support the program. It's been a tremendous promotional and relationship-building tool for the Port of Los Angeles. And, it's a program that we know will be emulated by other ports. The Port of Long Beach, for example, has recently hired a consultant to study TradeConnect and advise them on the costs and resources it would take for Long Beach to launch a similar initiative.

In terms of program growth, here are the numbers:

Year 2007: 7 workshops/events reaching 418 people
Year 2008: 6 workshops/events reaching 598 people
Year 2009: 8 workshops/events reaching 1,280 people
Year 2010: 24 workshops/events reaching 4,045 people
Year 2011: 40 workshops/event reaching 4,845 people