

2012 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION 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 | <u>X</u> |
| 4. Annual Reports | _____ | 11. Social/Web-Based Media | _____ |
| 5. Audio-Only Presentations | _____ | 12. Special Events | _____ |
| 6. Directories/Handbooks | _____ | 13. Videos | _____ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

☐ CATEGORY 1

☒ CATEGORY 2

Entry Title Growing the Port, Growing the Business
 Port Name Port Miami
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 Contact Name/Title Paula Musto, Director, Public Affairs & Marketing
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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port Miami

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)

Defines the Communications Challenge or Opportunity

Growing the Port, Growing the Business - Promotional/Advocacy Material

Situation Analysis:

Each year PortMiami holds a *State of the Port* event to report their annual economic impact and forecast for the following year. In 2012 more than 1,000 attendees participated representing South Florida's international business community, civic organizations and the maritime industry. In past years, the Port distributed its annual directory or other traditional print collateral—often long and detailed publications. For the 2012 event, our office wanted to create a different type of communications tools that stated in a succinct and compelling manner the Port's major initiatives. We wanted it to be a quick and bold look that reflected the event's theme "Growing the Port, Growing the Business" and at the same time appropriate for a luncheon event (i.e. small and concise) and eye-catching.

Summarizes Planning and Programming

Goals:

The goal was to create a different type of brochure – that delivered messaging in a powerful manner with compelling visuals and all in a small package that would complement the place settings at the luncheon tables.

Target Public:

International business community, port stakeholders (cruise and cargo partners), elected and civic leaders officials, maritime officials, and economic development organizations.

Identifies Actions Taken and Communication Outputs

Strategies:

Design and write a brochure that is eye-catching for maximum impact in message delivery.

Tactics:

The collateral was designed in the shape of a DVD envelope with high quality paper stock for good photo reproduction.

Implementation Plan:

Brochure was designed, written and edited in house with outside production house doing layout and printing. The brochure was distributed at the 2012 State of the Ports event and is also used for incoming/outgoing International Missions, Conferences, and a version is also available online at www.miamidade.gov/portofmiami.

Summarizes Evaluation Methods and Communications Outcomes

Evaluation Methods:

"Growing the Port, Growing the Business" has proved to be the most popular brochure produced by the port. We are not on our second printing. Audiences like the compact size, easy-to-read and understand copy and fun visuals. Because the collateral is small sized we find people are more likely to pick them up and read the content compared to more lengthy publications that can be a hassle to put into a bag. Also, in an era when most people get information online, we think this type of brochures serves its purpose must in driving people to our website for more information.