2013 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 _____
2. Advertisements – Single _____
3. Advertisements – Series _____
4. Annual Reports _____
5. Audio-Only Presentations _____
6. Directories/Handbooks _____
7. Miscellaneous _____

8. Overall Campaign _____
9. Periodicals ___X___
10. Promotional/Advocacy Material _____
11. Social/Web-Based Media _____
12. Special Events _____
13. Videos _____
14. Visual-Only Presentations _____
15. Websites _____

X CATEGORY 1	☐ **CATEGORY 2**

Entry Title __PortInfo Electronic Publication_____

Port Name __Port of Montreal_____

Port Address_Port of Montreal Building, 2100 Pierre-Dupuy Ave., Wing 1, Montreal, Quebec H3C 3R5 Canada

Contact Name/Title __Yves Gilson, Acting Director of Communications_____

Telephone __514-283-7050_____ Email Address _gilsony@port-montreal.com_____

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

Name __Port of Montreal_____

Being as precise as possible, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

1. **What are/were the specific communications challenges or opportunities?**
   - *Describe in specific & measurable terms the situation leading up to creation of this entry.*
   - Analyze the major *internal and external factors* needing to be addressed.

2. **What were your communications planning and programming components?**
   - *Describe your overall goals (desired results).*
   - *Describe your objectives (identify specific, measurable milestones needed to reach your goals).*
   - *Identify your target publics (list primary, secondary and tertiary audiences in order of importance).*

3. **What actions were taken and what communication outputs were used?**
   - *Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).*
   - *Specify your tactics (actions used to carry out your strategies).*
   - Map out your implementation plan *(include timelines, staffing and budget).*

4. **What were your your evaluation methods and communications outcomes?**
   - *Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.*
   - *Determine communications outcomes by assessing changed opinions, behaviors and attitudes.*

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Port of Montreal PortInfo Entry Statement

Summary Statement

The Port of Montreal revamped its communications in 2012. Following the development of a new branding strategy and the launch of a new website in spring 2012, we unveiled an electronic version of our PortInfo business magazine in autumn 2012. The e-magazine is more dynamic and visually appealing than the previous print version. It provides readers with more pertinent and targeted information and content, and delivery and distribution has been improved.
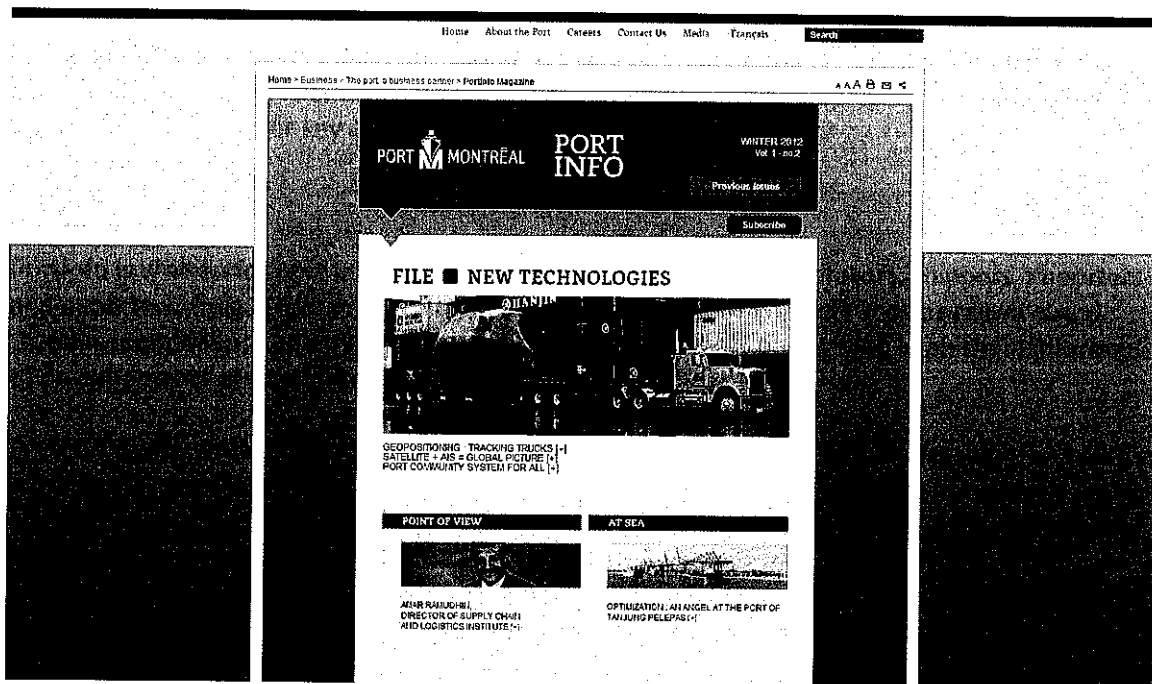
Communications Challenges/Opportunities

Situation Analysis:
The Port of Montreal is the second largest container port in Canada. It is a diversified port that welcomes more than 2,000 ships annually carrying all types of cargo to and from all parts of the world. Montreal is a major inland port, situated 1,000 miles from the Atlantic Ocean and located on the doorstep of North America's industrial heartland.

Making the port better known internationally to shipping lines, shippers, importers and exporters, freight forwarders and logistics providers is one of our main communications challenges.

Our PortInfo business magazine, written by members of the Port of Montreal's communications department, is among the main communications tools that we use to reach out to our various publics.

Problem Statement:
After the Port of Montreal developed a new branding strategy and launched a new website in spring 2012, a fresh look for our PortInfo business magazine was the next logical step in the modernization of our communications tools.

The port hired a consulting firm that specializes in digital communications to analyze the magazine and suggest improvements that we could make to the publication.

Planning and Programming Components

Goals:
The goal of PortInfo is to convey to readers key information about the maritime industry and specifically the Port of Montreal and its strategic advantages, its shipping lines and terminal operators, and its other key clients and partners.

Target Audiences:
PortInfo is written for port users such as shipping lines, terminal operators, shippers, importers and exporters, freight forwarders and logistics providers, port partners such as railways and trucking companies, and other port stakeholders and business partners to keep them informed of developments at the Port of Montreal.

PortInfo is also written to promote the port to potential clients internationally: shipping lines considering new trade routes and new ports of call; tenants seeking strategic locations for their businesses; and shippers, importers and exporters, and freight forwarders seeking reliable, fast and efficient ways to move goods to and from North America's industrial heartland.

Launched in 1989, PortInfo was a bilingual (English and French) magazine printed two to four times annually and mailed to about 7,500 subscribers in Canada, the United States and around the world. It was also available in PDF format on the Port of Montreal website beginning in 2010.

PortInfo also serves as a reminder to all readers that the port is a catalyst of economic growth for the Montreal region and all of Canada and a creator of jobs (port activity in Montreal generates $1.5 billion in economic spin-offs annually and creates 18,200 jobs).

Objectives:
The objective of modernizing PortInfo was to provide more pertinent and targeted information and content, improve delivery and distribution, and make the magazine more dynamic and visually appealing.

Actions Taken and Communication Outputs

Strategies/Tactics
The consulting firm analyzed several aspects of the magazine including content and quality of information, the 'look' of the publication, distribution and frequency, and how port clients and partners were covered in stories.

At the same time, it conducted in December 2011 and January 2012 a survey by telephone and via the Internet with a representative sample of PortInfo readers in order to better understand their interests and expectations of the magazine. A total of 130 PortInfo readers participated in the survey.

In general, PortInfo readers suggested that there was a lack of consistency in content and magazine sections from one issue to the next, that stories were too long, that articles were too focused on the port itself and did not cover the overall maritime industry, and that the writing style was too promotional. A total of 87.2 percent of readers said they would have a greater interest in the publication if it provided more in-depth coverage of maritime industry subjects on the whole. Readers also said they would like to see the magazine focus on one main theme per issue.

Fifty percent of PortInfo readers said they would like to receive the publication seasonally (spring, summer, fall, winter).

About 80 percent of PortInfo respondents said they would have just as much interest in the magazine if it were delivered in electronic format.

Implementation Plan:
Following the consulting firm's evaluation of PortInfo, the port's communications department met with its graphic designer to implement the modernization plan for the publication. We gave ourselves a deadline of autumn 2012 to launch the new version of the magazine.

The decision was made to provide PortInfo in HTML format. Subscribers now receive an email announcing that a new issue of PortInfo is available. Within the email, which is essentially the magazine's homepage, readers can simply click on a headline that is of interest to them and be taken directly to the story on the port's website. Or they can read the publication at their leisure by going to the www.port-montreal.com homepage and clicking on the PortInfo icon.

We have standardized the PortInfo homepage so that readers know exactly what to expect in each issue, and we have maintained the same magazine sections from one issue to the next.

PortInfo now provides industry-wide coverage of one main theme per issue. Our first three electronic issues have examined containerization, new technologies and the environment. We are still writing about the port and its clients and partners but doing so within each theme. The articles are written as business-type stories rather than promotional-type pieces. The 'CEO's Message' deals specifically with the theme of the issue. We are writing about developments

internationally, and even at other ports, within each theme. We are also interviewing leading industry experts from around the world for our stories.

We have maintained but condensed the 'Maritime News' section so that we can still provide maritime industry news as well as specific news on the Port of Montreal and its clients and partners. We have added an 'On the Agenda' section that provides links to local and international transportation industry events.
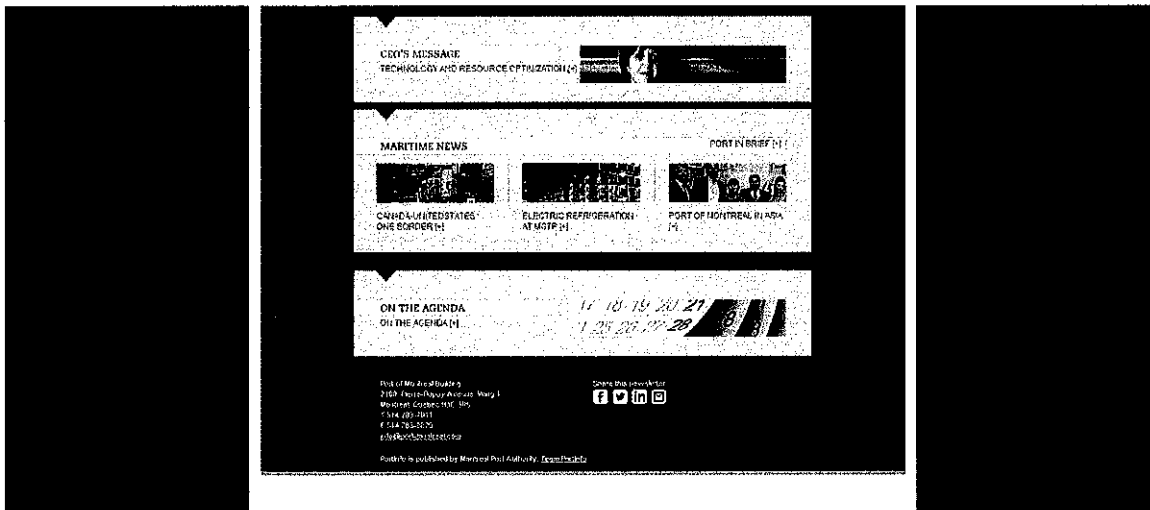
We have also developed a publication that is better adapted to subscribers' reading habits: PortInfo is now published in separate English and French versions rather than in a bilingual format, making it easier to read.

Evaluation Methods and Communications Outcomes

The electronic version of PortInfo responds to the wishes that a representative sample of readers expressed in the survey conducted by the consulting firm, and reaction to the e-magazine has been very positive.

In informal discussions, PortInfo readers have told us that the e-magazine is more dynamic and visually appealing and easier to read than the previous version. They appreciate the consistency from one issue to the next, and the numerous hyperlinks that allow them to quickly access other websites, or other sections of the Port of Montreal website, for further information about a subject.

Readers are able to access the new electronic versions in a more timely manner and are better able to share information with colleagues and friends. They can also quickly consult other editions of PortInfo simply by clicking on the 'Previous Issues' button.

The HTML format makes it easier to attract new readers as subscribers can share stories via Facebook, Twitter, LinkedIn and email.

With the electronic version of PortInfo magazine, information on the port is more easily found by Internet search engines such as Google and Yahoo, which drives more traffic to our website and provides us with greater visibility internationally.

As a substantial bonus and as part of the Port of Montreal's sustainable development policy, the electronic version of PortInfo allows us to save paper and reduce costs. For example, we paid $19,267 to design, print and mail the final paper version of PortInfo. We paid a one-time fee of $23,371 to integrate PortInfo into our website and for the design of a template for the electronic version of the magazine. We now produce PortInfo in-house and pay external fees of only about $800 per issue.

LINKS:

http://www.port-montreal.com/en/port-info-en.html

http://www.port-montreal.com/en/port-info-en-december2012.html

http://www.port-montreal.com/en/port-info-en-august2012.html