

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 _____ | 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 <u> √ </u> |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

CATEGORY 1

CATEGORY 2

Entry Title #portcity Event

Port Name Port Saint John

Port Address 111 Water Street, Saint John, NB E2L 0B1 Canada

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

Name Port Saint John

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.



AAPA 2013 Communications Awards Program – Special Events

Port Saint John brought Port City people together – in person and online – at our #portcity brand launch on April 18.

1. Defining the Opportunity

As part of our strategic plan, Port Saint John is carrying out a targeted community engagement program. We developed the hashtag #portcity as a place on social networks like Twitter to promote the Port and build community engagement. The #portcity brand launch was an opportunity to promote Port Saint John's new branding, social networks and community initiatives with people in the community. We held social media training sessions for all staff in advance of the event to ensure staff were familiar with the message we're trying to promote, as well as our goals in social media. Externally, we reached out to members of the community with our message and invited them down to the event.

2. How the strategy complements overall communications

Our goal was to increase brand awareness and build discussion around Port Saint John as a community institution. Our objectives were to get a crowd of people to the event who would tweet, share photos and post on Facebook about Port Saint John with the hashtag #portcity. It was easy to measure the success of the event. There were more than 100 tweets about the event, as well as close to 80 photos shared on Twitter and Instagram - not including photos and tweets by Port Saint John staff. Social media savvy locals, community developers and stakeholders were our target audience. We wanted people who would come to the event, tweet #portcity, generate positive dialogue and raise our brand profile. All of these goals were achieved.

3. Planning and Implementation

Our strategy was to invite people who are key players in the local social media community. We also invited our social media savvy mayor to speak at the event. The event was held on April 18 from 5 to 7 p.m. People came after work for a drink of our signature #portcity cocktail, appetizers from a high end local restaurant and to see our marketing materials. We chose this date and time so it would be easily accessible to people leaving work and as a kick off to spring. We chose our new Diamond Jubilee Cruise Terminal so people could visit the new building, see its purpose as a venue, visit the rooftop patio and share photos. We targeted specific groups of people with direct invitations, as well as mailing the invite to our stakeholders. The event itself and #portcity was given a new logo with similar branding to our Port Saint John logo to create further brand awareness. We took to social networks to build excitement about



the event that day. The event appealed to community developers and social media personalities because it was designed for tech-savvy people interested in community engagement and urban revitalization. This event came together in just under five weeks, with five staff members working on the project.

4. Measurement/Evaluation Methods

We evaluated the event by gauging feedback from attendees and their posts on social networks. #portcity rapidly became one of the most talked about items on Twitter locally, with over 100 tweets in that two-hour time span. Following the event, locals who didn't even attend the event began tweeting with #portcity. Reception was incredibly positive, with people remarking on the building itself, possibilities as a venue, our branding materials, community initiatives and place in the community. The event itself received great feedback for being organized and interesting. People seem to be incorporating #portcity into their social media use in Saint John. Also, we made a \$500 donation to PALS, a local non-profit that improves the lives of children at priority schools. Following the event, we posted on Facebook that an additional \$500 would go to PALS when we got an additional 500 likes on our page. The number is rapidly increasing, with more than 100 people liking our page in the first 24 hours.

5. The total budget was \$4,000.