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	_____
10.	Promotional/Advocacy Material	_____
11.	Social/Web-Based Media	_____
12.	Special Events	_____
13.	Videos	_____
14.	Visual-Only Presentations	_____
15.	Websites	__X__

X CATEGORY 1   ☐ **CATEGORY 2**

Entry Title _Redesigned www.port-montreal.com and new Microsite_

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, underline 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.*

2013 AAPA COMMUNICATIONS AWARDS

Port of Montreal Website and Microsite Entry Statement

Summary Statement

The Port of Montreal revamped its communications in 2012. In conjunction with the development of its new branding strategy 'Trading with the World,' the port launched a redesigned website in spring 2012. Content is now organized according to specific target audiences. The website is easier to navigate and more visually appealing and interactive than the previous version. In conjunction with the redesigned website, and in an effort to improve the port's visibility internationally, we launched our first Internet microsite, in German, in December 2012.
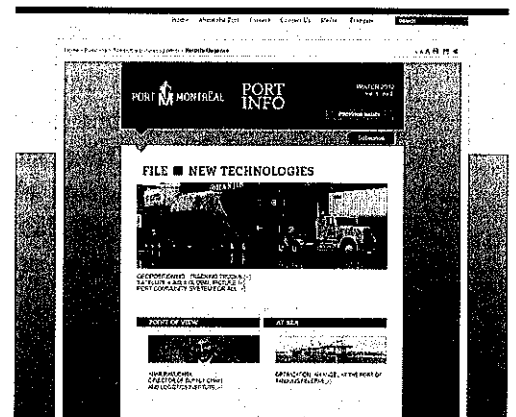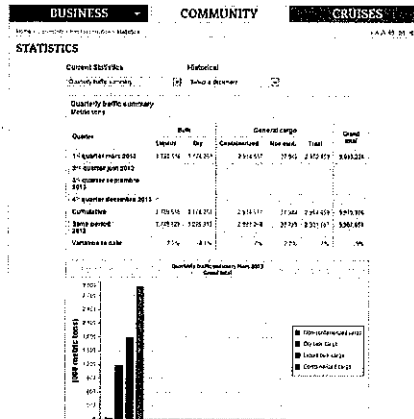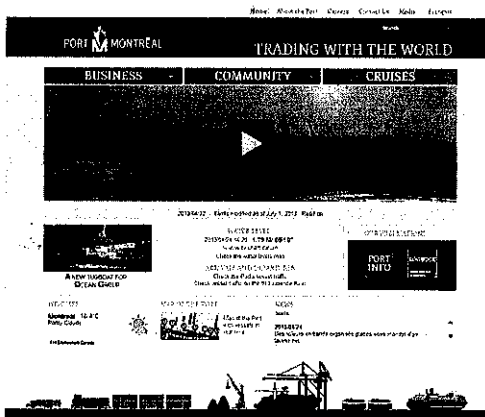
Communications Challenges/Opportunities

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. The port stretches along 16 miles of waterfront between the St. Lawrence River and the City of Montreal, and is generally hidden from public view.

Keeping port users up-to-date on port news and developments, making the port better known internationally to shipping lines, agents, shippers, importers and exporters, freight forwarders and logistics providers, making it better understood by the general public and the media, and making all of this information readily available to these groups are among our main communications challenges.

Our www.port-montreal.com website is one of main communications tools we use to inform our various publics about the port.

Problem Statement:

The Port of Montreal needed to modernize and redesign its website based on the results of an in-depth website analysis conducted by a specialized communications consulting firm in late 2009 and in conjunction with the launch if its new branding strategy 'Trading with the World' in spring 2012.

Planning and Programming Components

Goals:

The goal of the website modernization and redesign was to enhance and facilitate online access to information that increases the Port of Montreal's visibility internationally, promotes the Port of Montreal and its strategic advantages, provides specific and timely information to port users, potential users, the community and the media, and simplifies information sharing with its various publics.

Target Audiences:

Our target audiences are port users including shipping lines, agents, terminal operators, railways, trucking companies, importers and exporters, freight forwarders and logistics providers; various communities including members of the general public, port neighbours, workers' groups, associations and organizations, teachers and students, and politicians and political parties; media including general news media mainly in Montreal, Quebec and Canada, and specialized transportation industry media mainly in Canada and the United States; and port employees.

Objectives:

Our objectives were to better organize content according to specific target audiences, make the website easier to navigate and information easier and faster to find, make the website more visually appealing and interactive, and integrate our business and community magazines and social media.

Actions Taken and Communication Outputs

Strategies/Tactics:

The port's communications department sent out a request for proposals in July 2011 for the redesign of the Port of Montreal website. It specifically wanted an agency that would be responsible for the website's organization and architecture, graphic design, choice of technologies and launch.

Based on the analysis of the specialized communications firm in late 2009, the port wanted the website's content divided into three specific sections: one for business; one for the community; and one for cruises, a sector of activity that is growing rapidly at the port and is of great interest to the general public. Organizing content in this manner would allow users from the port's different target audiences to find information more quickly.
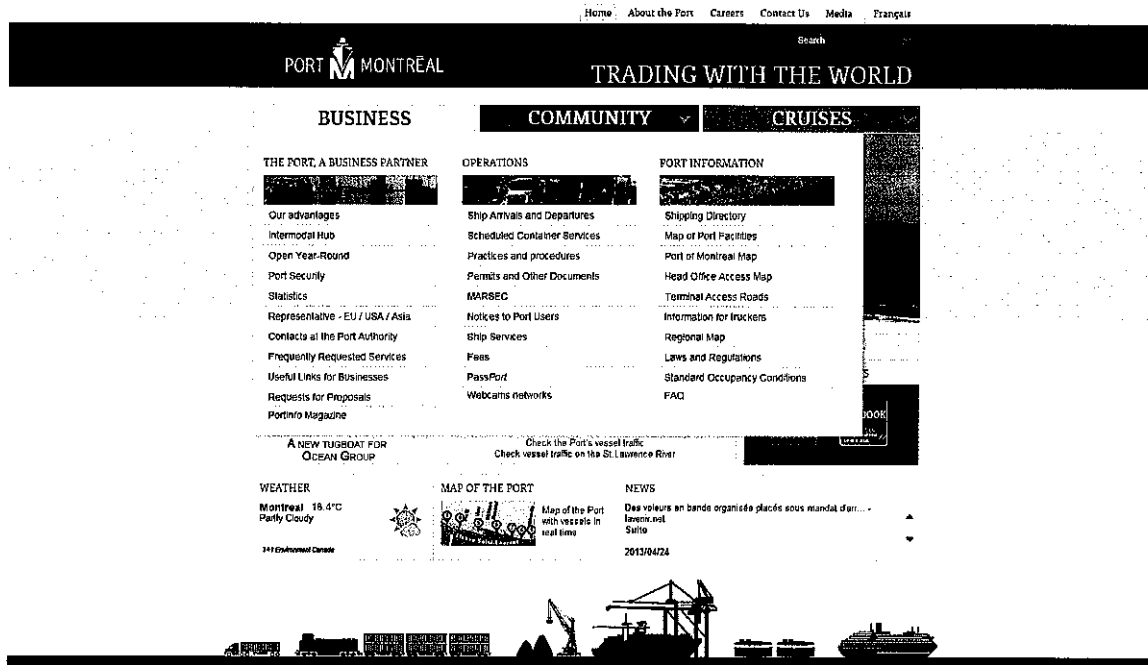
Implementation Plan:

From among the submissions, the port chose a digital agency in October 2011 to handle the website redesign. The total budget for the new website was $180,123. Timelines were tight as we wanted to launch the new site in March 2012 in conjunction with our new branding strategy.

Much of the information required for the new website was already available on the port's former website but it needed to be better organized.

The decision was made to place much of the most-sought-after and immediate information on the port, including water levels and vessel arrivals and departures, on the redesigned website's homepage, where the new port signature 'Trading with the World' is featured prominently. The new homepage also has links to the most recent port news, breaking industry news, an interactive port map, and our *PortInfo* business magazine and *Logbook* community magazine, which are now electronic publications. In the top right-hand corner are links for more detailed information on the port, careers and contacts, as well as a section for the media that takes users directly to press releases, statistics, speeches and presentations, etc.

Under the 'Business' tab we have consolidated information under the headings 'The Port, A Business Partner' (advantages; intermodal hub; contacts; frequently requested services; useful links for businesses; etc.); 'Operations' (ship arrivals and departures; scheduled container services; permits and documents; fees; webcam networks; etc.); and 'Port Information' (shipping directory; map of port facilities; information for truckers; etc.).

Under the 'Community' tab we have consolidated information under 'Port Presentation' (world maritime merchant; driving economic development; the port then and now; etc.); 'Social Involvement' (sustainable development and environment); and 'Projects' (information on major development projects in the port).

Under the 'Cruises' tab we have a heading for 'International Cruises' (cruise vessel schedule; tourist destination; access to passenger terminal; etc.) and useful links under the 'Domestic Cruises' and 'Pleasure Craft' headings.

In conjunction with the redesigned website, and in an effort to improve our visibility internationally as part of our 'Trading with the World' branding, we then launched our first Internet microsite, in German, in December 2012.


The microsite is registered in Germany at www.verschiffungusa.de. It provides information to shipping lines, agents and freight forwarders, and importers and exporters that use the German ports of Hamburg and Bremerhaven to ship goods to and from North America via the Port of Montreal. It includes four pages of pertinent information on the port as well as numerous hyperlinks to the port's main website.

When potential clients in Germany look for ways to send a shipment – 'verschiffung' in German – to the United States, they will most probably type 'verschiffung USA' in a search engine. These key words will inevitably and quickly bring the user to the Port of Montreal's German microsite.

When using a search engine, the results for the same search are different from one country to another because the search engine favours local sites. Because the microsite is hosted in Germany, it scores first on Google search engines there when 'verschiffung USA' is typed in.

Evaluation Methods and Communications Outcomes

The Port of Montreal launched its new website in March 2012. Among its several new features are a new corporate video, an interactive map of the port with vessels in real time, a new presentation of 'The Port Then and Now' section, and a new statistics section with enhanced graphics.
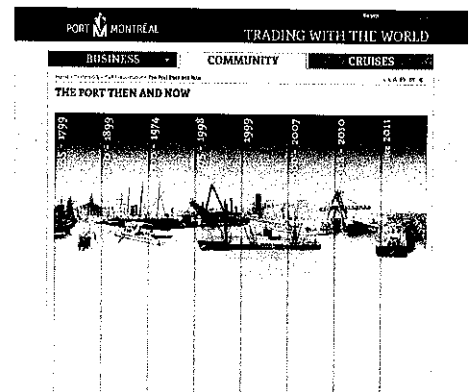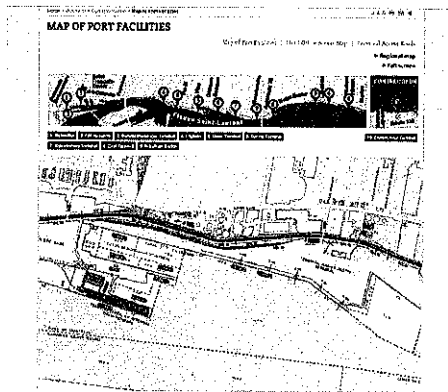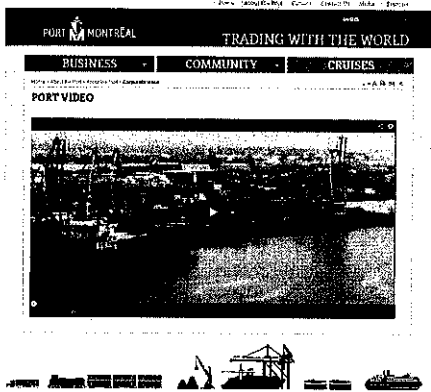
The new website is much more modern and user-friendly than the previous version and it better meets the needs of clients, potential clients, the general public and the media. It allows people to find the information they need in very few clicks.

Website visits totalled 71,459 between January 1 and April 4, 2013.

Response to the new website has been very positive. The following are some of the comments we have received:

"Congratulations. In the current world, it combines real business with the equally important 'virtual' world. This website will help maintain solid contacts and create goodwill." – Fednav shipping line

"I would like to congratulate the Port of Montreal on its new website. It is very well done and easy to use." – Agent CVS Inc.

"Your new website is extremely nice and practical. We will use it often as an important reference source." – St. Lawrence Economic Development Council

"I love the way you can navigate through the site. I really like the three main tabs: Business, Community and Cruises." – Terminal Norcan Inc.

"Great job!" – Agent Robert Reford

"Congratulations on a great new website." – Intercruises Shoreside & Port Services

"You have included everything possible related to interactive navigation, in particular the location of vessels in the port." – Port employee Pierre Vézina

LINKS:
http://www.port-montreal.com/en/index.html
http://www.verschiffungusa.de/