

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

Check only ONE entry classification below:

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

<input checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
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Entry Title 2015 Official Directory

Name of Port Port Manatee

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On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

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| <p>1. What are/were the entry's specific communication challenges or opportunities?</p> <ul style="list-style-type: none"> - 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. <p>2. How does the communication used in this entry complement the organization's overall mission?</p> <ul style="list-style-type: none"> - Explain the organization's overall mission and how it influenced creation of this entry. <p>3. What were the communications planning and programming components for this entry?</p> <ul style="list-style-type: none"> - Describe your overall goals or desired results. - Describe your objectives and list specific, measurable milestones needed to reach your goals. - Identify your primary and secondary audiences in order of importance. | <p>4. What actions were taken and what communication outputs were used in this entry?</p> <ul style="list-style-type: none"> - Explain what strategies were developed to achieve success and why these strategies were chosen. - Specify the tactics used (i.e., actions used to carry out your strategies). - Detail the implementation plan by including timeline, staffing and outsourcing used. <p>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</p> <ul style="list-style-type: none"> - Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry. - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions. |
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2015 Communications Awards
2015 Official Directory

The Port Manatee Official directory is an annual publication created by the Port Manatee communications department. It includes port facts and figures, recent and future developments and serves as a marketing platform for the port's business partners.

Link to online publication: http://www.portmanatee.com/Portals/0/pdf/PortManatee_2015Dir_web.pdf

1) Communications Challenges and Opportunities

While introducing the ports services to new potential customers, Port Manatee's sales team is in need of a marketing piece that showcases the port's capabilities and promotes its strategic advantages. This is the primary reason Port Manatee annually publishes an Official Directory. The directory includes port facts and specifications, recent port developments and initiatives as well as news about new and existing tenants and customers. It gives readers an overview of the port's assets, infrastructure, intermodal capabilities, and provides up-to-date information about current and future projects as well as environmental projects and community services. It highlights port tenants and customers and includes a comprehensive business directory for companies doing business with the port.

The directory incorporates insightful articles and informational pieces along with rich photos and detailed maps to showcase port facilities and the people who keep the port moving every day. It is designed as a tangible marketing tool that can be used all year round.

2) Complementation of overall mission

Port Manatee's mission is to be a powerful catalyst of regional economic growth and hub of trade related activity, by developing diversified and competitive deepwater shipping facilities and conducting maritime –related activities in a profitable and environmentally responsible manner.

The 2015 Directory cover introduces Port Manatee as a diverse global gateway capable of handling a variety of bulk, break bulk, containerized and heavy lift project cargos. The theme can be found throughout the directory emphasizing the port's capacity to offer global supply chain solutions.

3) Communications planning and programming components

The goal of the 2015 Official directory is to function as an educational tool to inform the public and targeted individuals about the assets and capabilities of the port. It gives an overview of Port Manatee's services and facilities and provides extensive contact information for all relevant entities.

The 2015 Official Directory objective is to be a high-quality marketing tool for port staff, board members and members of the port community such as tenants, users, customers and associated business owners to attract new businesses to the port.

The 2015 Official Directory is an in-house publication and relies on the successful sale of advertising space. Ad sales and feedback from loyal directory advertisers are of great importance as publication of a comprehensive and attractive book is not possible without their support.

Port Manatee's 2015 Official Directory was published and distributed in March, 2015 and feedback from advertisers, customers and members of the community has been overwhelmingly positive.

The primary target audience is the international shipping community and associated parties including those interested in the services, facilities and opportunities available at Port Manatee or nearby port-related properties.

Secondary audiences are members of the community including port stakeholders, business leaders, business owners, homeowners, political entities, local, regional, state, national and trade media, and anyone interested in the activities of the port.

4) Actions and Communication Outputs

Port Manatee's annual directory is distributed to customers, tenants, port users, members of the media, members of the public and a targeted mailing list.

A digital version of the directory is also available on the ports website at www.portmanatee.com. The strategic location on the first page of the website makes the pdf easily accessible. Additionally, the publication was announced and a direct link was provided on various social media sites giving readers the opportunity to provide feedback. The 2015 Official Directory was also distributed to the readers of Port Manatee's Deepwater e-newsletter.

Because Port Manatee does not receive tax support and does not have a large marketing budget, the port directory is produced in house and is critically important as an aid in marketing the ports assets and capabilities.

The implementation of the directory passes through various stages.

Starting October, the ports communication staff (one member and one assistant) starts contacting existing and potential future advertising partners. For the 2015 directory the reach was expanded by

involving staff from other departments in helping with the sale of advertising space. At the same time communication staff starts verifying and updating the business listings published in the directory.

As a next step – usually in November - communications staff write and edit the directory, select the stories and photos, and work with a graphic designer to establish the overall look of the book from cover to cover. The goal is to deliver the final copy and photos to the designer in December for a February/March delivery date.

5) Evaluation Methods

2000 copies of the directory were sent directly to members of the maritime and transportation communities as well as key site selection agencies and executives nationwide. Additionally they are distributed at maritime related conferences. Business partners praise the 2015 Official Directory as a useful reference and marketing tool to help sell products.

The local newspaper “The Bradenton Herald” announced the publication of the 2015 Official Directory in their business section resulting in multiple hard copy requests from local residents and businesses.

<http://www.bradenton.com/2015/03/21/5703290/business-briefs-port-manatees.html>

The electronic version of the directory was sent out to nearly 3,000 subscribers saving printing and mailing costs for the port. Of the recipients, 33% opened the email and 44% of those who opened the email clicked through the publication.

Gross ad revenues were \$52,100 – a nearly 30% increase to 2014. This year the port had more advertisers interested in premium positions for advertising than spots available, resulting in a waiting list for 2016.