

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:

- | | |
|--|---|
| 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 _____ |
| 6. Directories/Handbooks <u>1</u> _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

Please check the appropriate box:

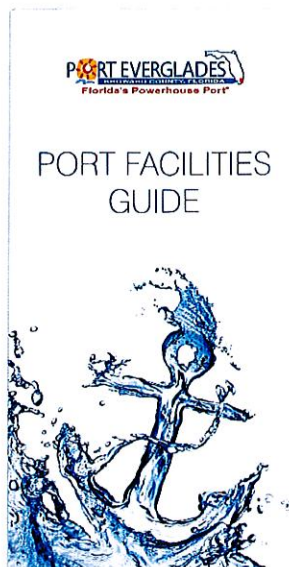
CATEGORY 1
 CATEGORY 2
 CATEGORY 3

Entry Title Pocket Facilities Guide
 Name of Port Port Everglades
 Port Address 1850 Eller Drive, Fort Lauderdale, FL 33316
 Contact Name/Title Maisy Alpert
 Telephone 954-468-3505 Email Address malpert@broward.org



DIRECTORIES/HANDBOOKS

Port Everglades “Pocket” Facilities Guide



SITUATION ANALYSIS: The annual *Port Everglades Facilities Guide & Directory* is a very successful collateral piece that provides port users with comprehensive information on Port facilities, contact information for Port tenants and a Port map. The glossy, perfect bound, 50-plus page directory also includes an update on the overall state of the Port, upcoming projects and economic impacts.

PROBLEM STATEMENT: How to provide a more condensed and compact version of the larger Port Facilities Guide & Directory to all target audiences. With more people accessing information online through their mobile devices while out of the office, Port users were less likely to take the Port Facilities Guide & Directory on the road to use as a reference. The other issue was with our Business Development team who travel around the country and the world to bring new business to the Port. Even on short trips, lugging heavy boxes of the Port Facilities Guide & Directory was problematic. Shipping boxes to overseas trade shows and meetings was expensive. We needed to develop a portable, user-friendly quick reference guide.

GOALS: Our goal for the “Pocket” Port Facilities Guide is to increase our audience’s knowledge of the Port’s facilities and services through a condensed, user-friendly brochure using the Port’s water elements campaign artwork.

TARGET PUBLICS: Stakeholders, domestic and international business community, residents and local, state and federal government agencies

OBJECTIVES:

- Create a compact, user-friendly guide
- Provide a concise overview of the Port’s cargo business sector
- Show the Port’s connectivity on a local, state, national and international basis
- Provide important contact information

STRATEGIES: Since most of the information to be used in the “Pocket” Facilities Guide already existed in our other collateral material, we worked in collaboration with our cargo marketing/business development team to decide which informational components were most relevant to our stakeholders and the general public. We also collaborated with our ad agency to determine the best format for the guide and insuring that it would complement our other publications.

TACTICS:

- Worked closely with our cargo marketing team to identify key information to include in the "Pocket" Guide
- Consulted with our ad agency on design elements
- Developed an new, more detailed port map
- Reached out to our stakeholders for input

IMPLEMENTATION PLAN:

- With the input from our Business Development team and stakeholders, we identified the important elements to include in the "Pocket" Guide.
- To produce the guide, we chose the anchor from our water elements campaign for the cover of the brochure and worked with our advertising agency on design and information placement.
- Hired a cartographer to develop the new port map
- Distributed "Pocket" Guide at all trade shows, conferences and other business related events
- Include the "Pocket" Guide in all media kits and informational packets
- Made the "Pocket" Guide available to Port tenants and stakeholders

BUDGET: The initial budget was \$2,740 or \$0.91 per copy, not including advertising agency fees.

STAFFING: 3 Port staff members, plus advertising agency design staff

EVALUATION METHODS: We evaluated the number of "Pocket" Facilities Guides verses the number of Facilities Guide & Directories pick up by attendees at trade shows, special events and displays. We determined that the pick-up rate for the "Pocket" Facilities Guide was significantly higher at trade shows and events were attendees were less likely to take a heavier, more bulky publication like the Facilities Guide & Directory.

COMMUNICATIONS OUTCOMES: We measured the success of the "Pocket" Facilities Guide by the number of reprints done. A second printing has already taken place and we will be doing a third printing in the near future.