

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 <input checked="" type="checkbox"/> |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

Please check the appropriate box:

CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title PORT OF HAMILTON INFOGRAPHIC
 Name of Port HAMILTON PORT AUTHORITY
 Port Address 605 JAMES ST. N., HAMILTON, ON, CANADA L8L 1K1
 Contact Name/Title LARISSA FENN, MANAGER, COMMUNICATIONS
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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.

- What are/were the entry’s 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.
- How does the communication used in this entry complement the organization’s overall mission?**
 - Explain the organization’s overall mission and how it influenced creation of this entry.
- What were the communications planning and programming components for this entry?**
 - 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.
- What actions were taken and what communication outputs were used in this entry?**
 - 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.
- What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
 - 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.

[10] Promotional / Advocacy Materials

HAMILTON PORT AUTHORITY
Port of Hamilton Infographic

Entry Summary

Hamilton Port Authority (HPA) identified a need to summarize its most important and most requested statistics for a range of stakeholder audiences, including government, media, community organizations and HPA staff.

HPA chose a simple, two-page infographic as an effective format that is inexpensive and quick to produce, and delivers the port's critical information in an engaging way. The Port of Hamilton's infographic is a handy, quick-reference tool for stakeholders to keep 'pinned to their bulletin board'.

HPA's existing communication channels (hard copy and electronic) are leveraged for the prioritized distribution of the infographic to a variety of stakeholder audiences.

This communication product successfully meets HPA's identified communication needs, and advances the goals of the port's overall communication strategy and mandate.

ENTRY CLASSIFICATION: [10] Promotional/Advocacy Materials

Hamilton Port Authority

PROJECT: PORT OF HAMILTON INFOGRAPHIC

http://www.hamiltonport.ca/Assets/PDF/2015/HPA_INFOGRAPHIC_2015.pdf

1. Communications Challenges & Opportunities

Like many ports, the Hamilton Port Authority (HPA) is challenged to help its many diverse stakeholders understand the Port's role and benefits.

In HPA's experience, even knowledgeable stakeholders occasionally use outdated, inaccurate, or off-message references about the Port of Hamilton in media comments, speeches or reports.

Stakeholders with less exposure and awareness of the Port often do not realize the scope of the Port's work, the nature of its mandate, or its economic and community impact.

HPA's Communications Manager had also received requests from staff for a 'cheat sheet' that would help them respond to questions they get asked by their contacts, friends and family.

HPA identified a need for an engaging and cost effective communication product that serves as an introduction to the Port, captures its most critical facts and statistics, and serves as a quick-reference guide for staff and stakeholders.

As the Port's key statistics on cargo and investment change from year-to-year, there is also a need to provide new reference material for Port stakeholders each year. This meant selecting a format that is economical to produce, and can be published quickly as soon as the annual statistics become available.

With this tool, HPA aimed to effect a measurable increase in the number of stakeholders reached, and the degree to which these stakeholders are accurately reflecting HPA's key messages.

2. Complementing HPA's Mission

As a Canada Port Authority, HPA's mandate is to provide efficient transportation, promote Canada's competitiveness and trade objectives, and contribute to economic prosperity. We achieve this by

operating a multimodal port and industrial hub that is financially sound, innovative, environmentally and socially responsible.

HPA's infographic supports stakeholder awareness of these objectives by providing key audiences with the most important, most requested, most current information in a visually engaging, quick-reference format.

HPA's Master Communication Strategy identifies five message themes that are the focus of proactive strategic communications and stakeholder advocacy:

- Agri-food
- Cargo volumes
- Manufacturing
- Real Estate
- Waterfront
- Economic benefit, environment & community

The infographic touches on several of these themes, delivering the most critical statistics on agri-food, cargo growth, community and environment.

The infographic also integrates with HPA's other communications platforms. The tool is distributed through HPA's website, social media, and in hard copy. The Port's web address and Twitter handle are listed on the document for user engagement and feedback.

3. Planning & Programming Components

The enclosed infographic is in its third annual edition. Feedback from port staff on previous iterations was incorporated into the 2015 edition.

Goal:

Improve accuracy of facts and statistics cited by media and other external stakeholders.

Objectives:

- Select a format that will encourage stakeholders to keep and use the infographic as a reference tool.
- Use a design approach that is attractive, engaging, and delivers key messages clearly and quickly.
- Select a format that is cost effective to produce and distribute.
- Reach a large number of stakeholders on a prioritized basis, using a variety of distribution methods, and leveraging the port's existing communication channels to save time and money.

Primary audiences:

- Government – including key contacts in regulatory agencies, and potential funding agencies
- Industry associations
- Media
- Port staff

Secondary audiences:

- Port tenants
- Local opinion leaders
- Port neighbours and general public
- Partner agencies

4. Actions & Communication Outputs

To augment its one-person communications team, HPA worked with a local Hamilton design firm (Kitestring Creative Branding), to create the infographic, with HPA providing the data and messaging priorities.

Development of the product began as soon as the Port's annual results from the previous year were available. In 2015, updated cargo and investment data became available in February, and the infographic was finalized and rolled out starting in March.

The format was chosen for its ability to serve as a handy, quick-reference tool for stakeholders to keep 'pinned to their bulletin board'. The chosen format was also selected for its simplicity and cost-effectiveness, as opposed for example, to a traditional Annual Report, which is more costly and time-consuming to produce.

Distribution involved several channels, in both hard copy and electronic formats:

- 100 paper copies delivered to key stakeholders (government, media, industry), within HPA's quarterly newsletter mailing.
- Posted to HPA website
- Shared on corporate Twitter and LinkedIn accounts
- Included in briefing packages for Port visitors
- Included on USB drive distributed to a high-value stakeholder audience of 250 attendees at the 2015 Great Lakes Economic Forum (Chicago, IL).
- Paper copy desk-dropped for each HPA employee.
- Images from the infographic are snipped and used within corporate presentations

5. Communications Outcomes & Assessment

HPA used a simple and sensible distribution strategy to ensure the infographic and the information it contains was delivered to the Port's many stakeholders in a prioritized way. Critical stakeholders in government and media, for example, received a paper copy. Broader audiences are reached electronically, through HPA's website and social media channels.

All HPA staff received a copy delivered to their desk, and new staff receive a copy of the infographic as part of their onboarding kit.

Stakeholders new to the port may receive the infographic as part of their introduction, as part of a meeting handout package, conference delegate kit, or graphic embedded within a presentation.

Estimated product reach:

- Paper copies mailed: 100
- Twitter: 585 followers
- LinkedIn: 40 company page followers
- 47 staff
- Conference delegates: 250
- Web, presentations, meeting support: ongoing

The infographic helps to ensure accuracy and consistency of HPA's most critical data, whether it is referenced by HPA's own staff, or by external stakeholders and community opinion leaders who may be writing or speaking about the Port.

The infographic helps to influence real action by improving the factual accuracy of references to the Port, and framing Port activities and issues according to HPA's strategic perspective.

Feedback mechanisms on the product itself include listing of the Port's web address, telephone number and Twitter handle.

After distribution of the 2015 edition, HPA received examples of unsolicited positive feedback:

- *A potential business partner, who found the infographic on the Port's website*
- *A policy analyst at the local Chamber of Commerce, who downloaded the infographic from LinkedIn.*

Now in its third year of publication, HPA Communications has consistently received positive feedback on the infographic from HPA staff, who report that they use and refer to it in their work.