

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 <u>XX</u> |
| 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: Georgia Foreign Trade Conference

Name of Port: Georgia Ports Authority

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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.

1. 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.

2. 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.

3. 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.

4. 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.

5. 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.

5302

GEORGIA PORTS AUTHORITY

Georgia Foreign Trade Conference *AAPA 2015 Entry Classification: Special Events*

SUMMARY:

The Georgia Foreign Trade Conference, now in its 47th year, is a conference that addresses current issues and trends in the logistics industry and brings together hundreds of attendees from senior level shippers to maritime executives, senior managers and decision-makers.

Groups represented include ocean carriers, ports, terminal operators, government agencies, financial institutions, shippers, stevedores, railroads, truckers, forwarders, brokers, 3PL's, 4PL's, international port management companies, port consultants, suppliers, site selectors and others critical to the movement of international freight.



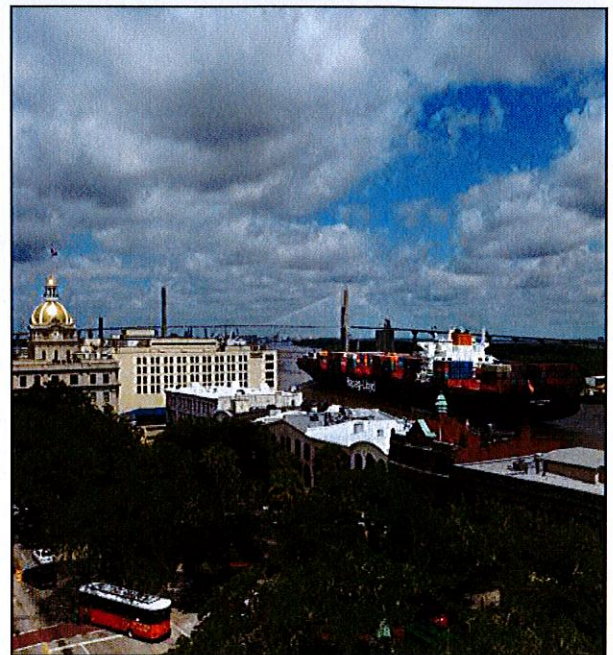
Georgia Governor Nathan Deal speaks at GFTC 2015. Find GFTC online at GaForeignTrade.com.

SITUATION

1. What are the entry's specific communications challenges or opportunities?

Fostering international trade and industry, the GPA operates deepwater ports in Savannah and Brunswick. The Port of Savannah, one of the busiest in the nation, includes Garden City container terminal and Ocean Terminal, handling breakbulk and Ro/Ro cargo. The Port of Brunswick handles autos, along with farm and forest products. Georgia's ports support 352,000 jobs in Georgia and contribute \$18.5 billion in income, \$66.9B in revenue and \$2.5B in state and local taxes.

The Georgia Foreign Trade Conference, now in its 47th year, brings together hundreds of logistics professionals from all aspects of the industry. The specific challenge is to create a program and attract speakers that all parties will benefit from while providing networking opportunities.



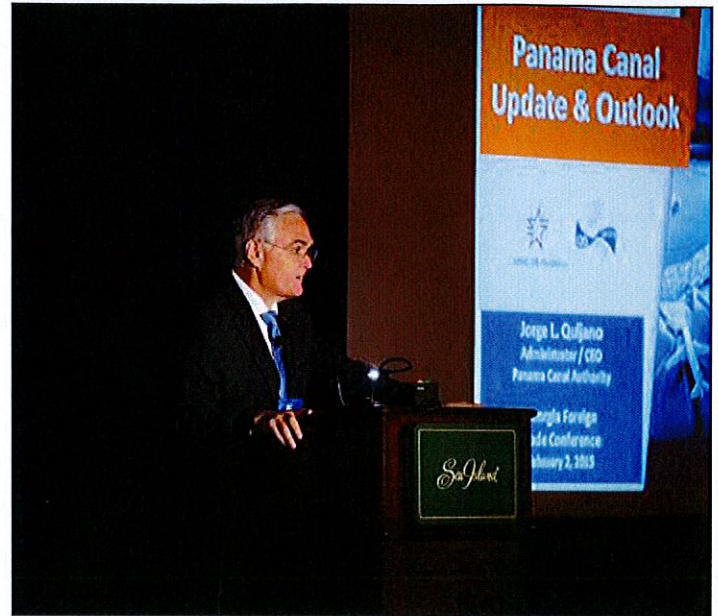
The Port of Savannah is the fourth busiest container port in the nation.

MISSION

2. How does the communication used in this entry complement the organization's overall mission?

The Georgia Foreign Trade Conference offers business sessions to more than 400 senior level shippers and maritime executives from across North America.

Over the course of three days, participants are exposed to business sessions, outstanding networking opportunities, and world-class golf. An elite panel of speakers will focus their remarks on issues facing shippers, carriers, ports, terminals and the maritime community into the next century, as well as the changing legislation and new technologies affecting the way we conduct business.



Jorge L. Quijano, Chief Executive Officer of the Panama Canal Authority speaks at GFTC 2015.

PLANNING

3. What were the communications planning and programming components for this entry?

Goal: Bring together national logistics industry leaders

Objectives:

- Provide a multidimensional agenda that attracts a wide range of participants from every level of management.
- Offer sessions about every form of cargo movement.
- Share information on current trending topics in logistics from an international panel of industry leaders, practitioners and analysts to explore present and future market conditions and growth opportunities.

Target Audiences:

- Primary Audience: Current and potential port users
- Secondary Audience: Trade media



ACTIONS

4. What actions were taken and what communication outputs were used in this entry?

- The Georgia Foreign Trade Conference draws nearly 500 logistics professionals who attend the conference and 30 business leaders who speak and present at the conference each year to the Cloister at Sea Island Georgia.
- Planning each year begins about eight months before the February conference.
- The conference is organized completely by GPA communications and trade development staff including the following committees:
 - Program Committee** (7 members) selects topics, speakers, and panelists
 - Host Committee** (3 members) coordinates venues for all aspects of conference
 - Finance Committee** (15 members) secures sponsors
 - Publicity Committee** (4 members) maintains website, creates advertising and collateral material
 - Special Events Committee** (6 members) coordinates networking events
 - Registration Committee** (4 members) handles registration and speaker/advisor accommodations
 - Advisory Committee** (6 members) Logistics professionals who work with GPA on business topics
- At least six months in advance, session topics are determined for the ten business sessions. The topics are chosen based on trends in logistics and industry demands, including current trade issues. Business sessions at 2015 GFTC included The Panama Canal Authority, Update and Outlook; Big Ships and Big Concerns for 2015 and Beyond; Overview of the Automotive Industry: What challenges are ahead for the industry and how will they be addressed?; Feeling Boxed In? Diversifying your supply chain logistics; and Georgia Success Stories.
- Along with the business sessions, the conference offered 17 options for networking events.
- Guest speakers were secured and included, Georgia Governor Nathan Deal, Jorge L. Quijano, Chief Executive Officer, Panama Canal Authority, Walter Kemmsies, Ph.D., Chief Economist at Moffatt & Nichol and GPA Executive Director Curtis Foltz.
- The conference addressed all facets of port logistics including carriers, beneficial cargo owners, and site selection.
- Registration was handled through Constant Contact and for the third year in a row the event sold out.
- Along with the GaForeignTrade.com website, GFTC also has social media channels.
- This year a mobile app was used for the first time so participants would have schedule, speaker and sponsor information at their fingertips.

RESULTS

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

Overall, the 2015 GFTC has again surpassed expectations. In a post-event survey of conference attendees 78% rated the event Excellent and another 15% rated it Good. Survey results consist of responses from all segments of the maritime industry, all levels of leadership as well as veteran attendees and first-time attendees. The comments and suggestions will assist with future planning.

Survey highlights:

- The survey was sent to 263 people and had a response rate of 20% (67).
- 86% of those who responded rated registration on gaports.com using Constant Contact to be “Easy.”
- The registration and check-in experience was rated “Excellent.”
- Georgia Ports Authority Executive Director Curtis Foltz (77%), Moffatt & Nichol Chief Economist Walter Kemmsies (66%) and Georgia Governor Nathan Deal (57%) received the highest speaker ratings.

Sample comments:

- “It was my first time attending so I thought it was very well done. It was interesting talking with some of the previous attendees. Most of them acted like they were coming back for a family reunion of sorts.”
- “This is my fourth year attending and I enjoy all of the functions.”
- “It’s a great event, I attend similar events every year and this is one of the best I attend.”



Media:

Seven influential trade media outlets sent representatives to GFTC including:

American Journal of Transportation
American Shipper
Asia Cargo News
Inbound Logistics
Automotive Supply Chain
Expansion Solutions
Inbound Logistics
Journal of Commerce

Earned media:

These publications did interviews during the conference, issued post-conference articles and participated in social media interaction:

Asia Cargo News (example article included)
Expansion Solutions (example article included)
Journal of Commerce
Georgia AnchorAge
American Shipper
American Journal of Transportation
World Trade 100