

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: State of the Port

Name of Port: Georgia Ports Authority

Port Address: PO Box 2406, Savannah GA 31402

Contact Name/Title: Emily Goldman

Telephone: 912-964-3885

Email Address: egoldman@gaports.com

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.

GEORGIA PORTS AUTHORITY

State of the Port

AAPA 2015 Entry Classification: Special Events

SUMMARY:

Georgia Ports Authority's annual State of the Port event brings together more than 1,300 representatives from the economic development, banking, real estate, and logistics industries along with the media. GPA brings these people together, along with local and state elected officials, to interact with potential clients, share a message of port growth and state-wide economic development, and reinforce the message that the ports and the Savannah Harbor Expansion Project are vital to Georgia's economic health.

The event includes a presentation from GPA's Executive Director Curtis Foltz who shares GPA's dynamic message of growth and relevance, throughout the Southeast.



GPA's Executive Director Curtis Foltz addresses the crowd of more than 1,300 at the 2014 State of the Port event.

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 automobiles, 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 State of the Port address brings representatives of economic development, banking, real estate, and logistics industries together to interact with potential clients, share a message of port growth and statewide economic devel-

opment related to port growth with elected officials, and reinforce the message that the ports and The Savannah Harbor Expansion Project are vital to Georgia's economic health.

Business leaders are a valuable audience especially during a year in which final federal approve was granted for the Savannah Harbor Expansion Project. Stakeholders were anxious to hear the next step in the process.

This event is a can't-miss event for those who hope to win business or political favor in Southeast Georgia and attracts legislators in office as well as those running for office.

The State of the Port event sets the tone for GPA's presentations that the executive and sales teams will give during the following year.

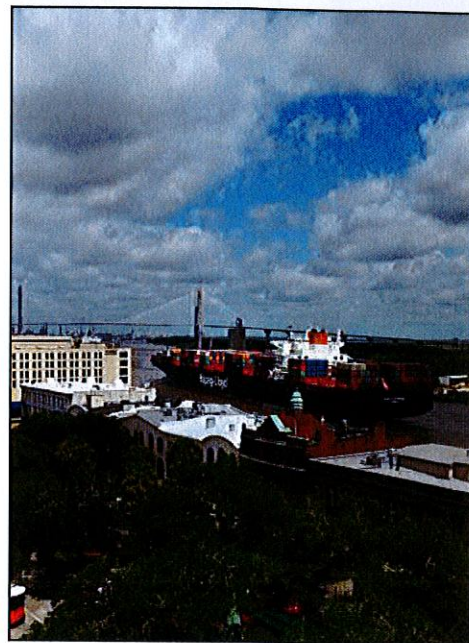
MISSION

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

The mission of the GPA is to support economic development in Georgia. The State of the Port presentation demonstrates to business and government leaders in each region the vital role the ports play in the state's economy.

By highlighting the number of logistics related companies that opened their doors or expanded in Georgia and the jobs they provide, GPA illustrated how it is an economic engine in Georgia.

Another facet of GPA's mission is to move goods efficiently in order to support trade. Sufficient infrastructure is necessary to ensure capacity exceeds demand and cargo flows freely. The Savannah Harbor Expansion Project is an infrastructure project of national significance. It is vital to share SHEP progress with stakeholders so they have confidence that GPA is evolving with an industry that is shifting to larger and larger vessels.



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

PLANNING

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

Goals:

- Share the message of GPA's role in Georgia's economic development and attracting business to the state.
- Communicate the progress of the Savannah Harbor Expansion Project to stakeholders so they are confident that GPA is evolving along with the shipping industry as it shifts to larger and larger vessels.

Objectives:

- Showcase GPA's corporate achievements as a profitable investment, strong economic engine and global logistics gateway for the state of Georgia.
- Demonstrate GPA's commitment to preparing for tomorrow's needs today with the Savannah Harbor Expansion Project and landside investments.
- Generate support for international trade through the Port of Savannah by educating community leaders on the opportunities created for the state's farmers, manufacturers and retailers.

Target Audiences:

The primary audience includes port customers, federal, state and local legislators, business leaders, and other port-related decision makers along with members of local, state and trade media. Secondary audiences include community leaders and members of the maritime community.



ACTIONS

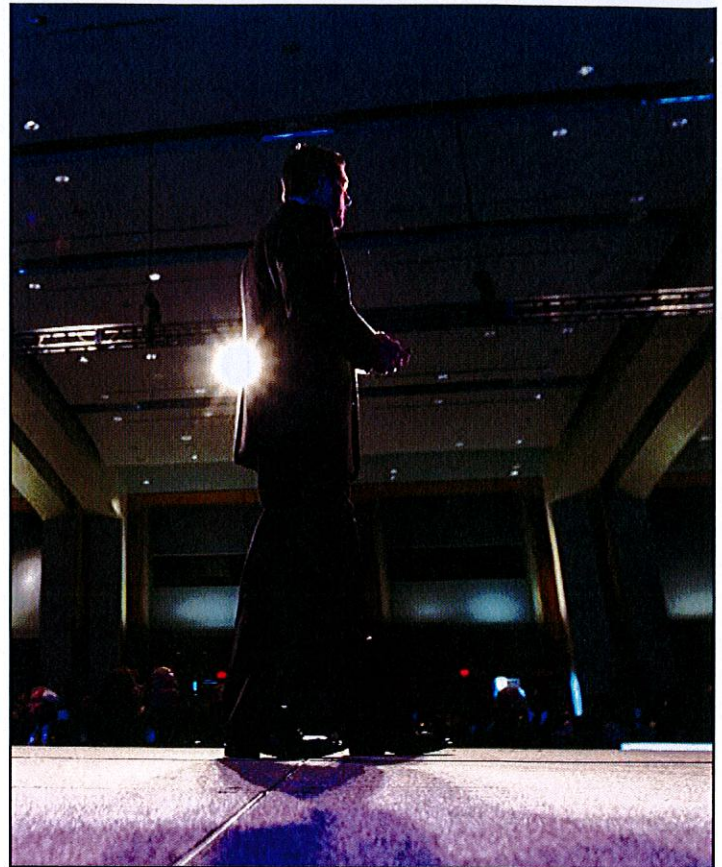
4. What actions were taken and what communication outputs were used in this entry?

- GPA partners with the Port of Savannah Propeller Club for the event and met with their event committee monthly starting six months out.
- Collaboration between the seven-person GPA Corporate Communications staff and a design firm to create an overall theme and look for the event, which is then used on the collateral pieces, tickets, PowerPoint and social media campaign.
- Event registration is managed by staff through Constant Contact. Registration opened on July 1 and the first email invitation was sent to past attendees and stakeholders in the beginning of July. The event, the largest to date, was sold out three weeks before the event. Ticket sales brought in \$49,190.
- Payment was accepted through PayPal or company check. Because the event was sold out, no registration was needed at the door. There was staff on hand for ticket pick-up at will-call and all flowed smoothly since most tickets were mailed.
- The event was held at The Savannah International Trade and Convention Center, located on the Savannah River across from Historic River Street. Attendees watched loaded vessels pass on their way to Garden City Terminal.
- The trade center catered the business lunch. AV including staging, floating 10' by 18' screens, and all audio needs were provided by PSAV, the in-house provider.
- Photographers and videographers were contracted to provide photos and video for future use and to make available to the media. A transcriptionist made text of the presentation available.
- For the first time, because of how fast it sold out and considering GPA's worldwide customers, the event was available for online streaming. GPA had 547 people from ten different countries tuned in online, in addition to the more than 1,300 who attended in person.

ACTIONS

Emails were sent out to thousands of stakeholders two days before the event and again the day before the event alerting them of the ability to watch online. The streaming was also promoted from GPA's website and social media channels.

- Each year, the PowerPoint presentation given by GPA's Executive Director Curtis Foltz at the State of the Port event contains the previous year's business results and is the basis for presentations given during the rest of the year by executives, government affairs officials and sales people. Job growth in Georgia was the focus of this year's presentation, along with an update on the Savannah Harbor Expansion Project. This message, woven into a report of GPA's year in review, ensured stakeholders from all business sectors and the media found the information useful. GPA's Corporate Communications team prepared the presentation as well as comments for the Propeller Club President and Chairman of



GPA's Executive Director Curtis Foltz speaks about the jobs created by port-related businesses in Georgia during the 2014 State of the Port Event.

GPA's Board, James Walters.

- A photo loop ran during the meal featuring dozens of people hard at work around Georgia's Ports in port-related jobs, from farming to crane operators. The loop provided a great lead-in to the PowerPoint presentation that featured job growth in Georgia as well as tied into the "People of the Ports" video that was shown highlighting the personal stories of people whose jobs are impacted by the Savannah Harbor Expansion Project.
- A video, called "People of the Ports" was shown before the Executive Director's presentation. It told personal stories of people from across Georgia who rely on the Georgia Ports Authority to provide for themselves and their families. Sharing these stories illustrates

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STATE OF THE PORT

Georgia Ports Authority
WE DO MORE

2014 PORT OF SAVANNAH
STATE OF THE PORT ADDRESS

Georgia Ports Authority Executive Director Curtis Foltz addressed more than 1,300 attendees during the 2014 State of the Port address Thursday, Sept. 25, 2014, in Savannah. Gov. Foltz reported 1,900 new jobs and 2.7 million square feet of industrial expansion tied to a year of strong growth at the GPA. [Read more here.](#)

Find print-quality images [here.](#)

For complete presentation, [click here.](#)

STATE OF THE PORT VIDEO

People of the Ports

2014 PORT OF BRUNSWICK
STATE OF THE PORT ADDRESS

At the Brunswick State of the Port address Tuesday, October 14, Georgia Ports Authority Executive Director Curtis Foltz reported double-digit growth in total tonnage and a record number of auto and machinery units moved over Brunswick docks in four years 2014. [Read more here.](#)

Find print-quality images [here.](#)

For complete presentation, [click here.](#)

Find the State of the Port event webpage here: <http://goo.gl/C2pyB6>

ACTIONS



The People of the Ports video shown at the State of the Port illustrated personal stories of people whose jobs are supported by Georgia's Ports. (<http://goo.gl/ErOAXp>)

the importance of the Savannah Harbor Expansion Project as GPA continues its effort to secure additional federal funding for the deepening.

- A video production firm was contracted to produce the video, with input and direction from GPA staff and leadership. A varied sampling of the 352,000 jobs supported by Georgia's deepwater ports were chosen to be featured. Highlighting many aspects of logistics from across the region helped to make the story real to a large and varied audience.
- A media advisory was sent to local media the day before the event and garnered coverage from the Associated Press, the local daily paper, Savannah Morning News, three TV station WSAV, WJCL, WTOG, Savannah Business Journal, South Magazine and Georgia Public Broadcasting. A press release issued at the time of the event resulted in coverage from national and international trade media.
- This year was the first year the GPA used

social media, not only to advertise the event in advance, and to share interesting facts during the event, but to interact with those attending the event as well.

- Images about the specific number of new jobs in Georgia for the last fiscal year and the progress of the Savannah Harbor Expansion Project were shared during the event on Facebook, LinkedIn and Twitter. Those attending the event used the hashtag #SAVSOP to post photos on social media of the event as well as photos of themselves and their tables along with quotes from the speakers.
- Branded handouts were created to illustrate key points and placed at every seat along with a special maritime section published by the Savannah Morning News.
- A separate State of the Port event is held in Brunswick several weeks after the Savannah event. That event utilizes many of the same elements, but targeted to the Brunswick audience.

State of the Port Expenses

- Brochure: \$1,200 design, \$1,850 printing
- Video: \$26,200 (<http://goo.gl/ErOAXp>)
- Ticket design and printing: \$1,156
- Catering: \$43,897
- A/V: \$8,710
- Transcriptionist: \$310
- Presentation graphics and editing: \$1,818
- Event Photography: \$600
- Photography for material: \$4,475
- WebStreaming: \$5,000
- Videographer for streaming: \$400

RESULTS

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

Stakeholder Involvement

The State of the Port event is held at the largest venue in Savannah for a business lunch. For the third year in a row the event sold out, well in advance and the team was forced to turn countless people away.

Because of the caliber of attendees, GPA is able to share its message of economic development and the progress of The Savannah Harbor Expansion Project with key stakeholders. The companies who participate often do so year after year. Many purchase tables and bring influential clients.

Below are some of the **more than 200 organizations represented:**

Armstrong State University

AT&T

Bank of America

BB&T

City of Garden City

City of Savannah

Colliers International

Development Authority of Burke County

Development Authority of Washington County

Effingham County Board of Commissioners

Evergreen Shipping Agency

FedEx

Georgia Conservancy

Georgia Department of Agriculture

Georgia Department of Transportation

Georgia Southern University

Georgia Tech

Hapag Lloyd

The Home Depot

IKEA

ILA 1414

ILA 1475

Liberty County Development Authority

Maersk Line

Mitsubishi Hitachi Power Systems

Moffatt Nichol

Moran

Ports America

Richmond Hill/Bryan Co. Development Authority

Savannah Airport Commission

Savannah Bar Pilots

Savannah Chamber of Commerce

Savannah Downtown Business Association

Savannah State University

Savannah Economic Development Authority and

World Trade Center Savannah

Southeast GA Joint Development Authority

Sumter County Board of Commissioners

SunTrust

Swainsboro-Emanuel County Chamber Joint Development Authority

Target

U.S. Army Corps of Engineers

U.S. Coast Guard

U.S. Customs and Border Protection

United Arab Shipping Co.

United States Coast Guard

University of South Carolina

Wayne County Industrial Development Authority

Wells Fargo Bank

High ranking officials of a diverse group of organizations were seated around the head table including, Col. Tom Tickner, USACE, BG David Turner USACE, Port Director, Lisa Beth Brown USCBP, Comdr. Amy Beach USCG, President of Propeller Club, Mark Troughton, Congressman John Barrow, Savannah Mayor Edna Jackson, Chatham County Commissioner Al Scott and U.S. Attorney Ed Tarver.

Elected officials from the following entities were represented: **United States Congress, Lt. Gov. Casey Cagel's office, Georgia House of Representatives, Georgia Senate, Chatham County Commission, City Council of Savannah, and Chatham County District Attorney.**

RESULTS



GPA Executive Director Curtis Foltz is interviewed by members of the media during State of the Port 2014.

Earned Media

The event drew media (in the form of executives who purchased tables along with working reporters) from print and broadcast outlets and garnered not only local newspaper and television coverage but clips from trade news organizations across the nation.

120 total reports, 83 in Georgia, 5 International including:

AmericanTowns.com
Asbury Park Press
Associated Press
Athens Banner Herald
Atlanta Business Chronicle

Atlanta Journal Constitution
Augusta Chronicle
Beaufort Gazette
Bloomberg Businessweek
Business In Savannah
Cargo Business News
Chattanooga Times
CNBC Online
Daily Journal
Food Logistics
FOX Business Online
freewnewspos.com
Hellenic Shipping
INO.com
Journal of Commerce
Macon Telegraph
Marietta Daily Journal
MSN Money
Newsday.com

Post and Courier
Rome News Tribune
Sacramento Bee
Savannah Morning News
SmartBrief
WALB
Washington Times
WFXG
WJCL
WMAZ
WMGT
World Maritime News
World Trade 100
WTGS
WTOC
WTVM
Yahoo!

RESULTS

Online Engagement

Streaming:

Approximately **550 people from ten different countries** tuned into the State of the Port address online, in addition to the more than 1,300 who attended in person.

Streaming drew viewers from Canada, the United Kingdom, Japan and France among others. Within the U.S., as expected the state of Georgia drew the most followers, closely followed by Florida. The majority from Florida, 83 of 89, were located in the Jacksonville area, the area of Savannah's closest competing port. California, home of other large port competitors, had the third highest number of participants.

Within the state of Georgia, Savannah attracted the most participants at 25% followed by Atlanta with 21%.

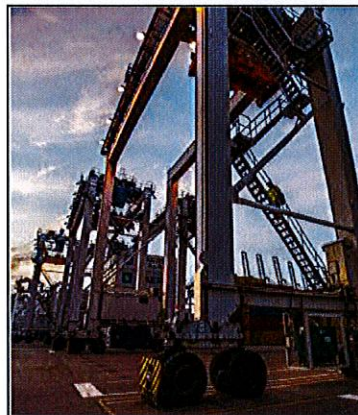
Social Media:

This year was the first year the GPA used social media, not only to advertise the event in advance, and to share interesting facts during the event, but to interact with those attending the event as well.

Images about the specific number of new jobs in Georgia for the last fiscal year and the progress of the Savannah Harbor Expansion project were shared during the event on Facebook, LinkedIn and Twitter. Those attending the event used the hashtag **#SAVSOP** to post photos on social media of the event as well as photos of themselves and their tables along with quotes from the speakers. Posts during the State of the Port event garnered more than **92 public tweets and 2,500 impressions.**



This image of State of the Port was shared during the event across several social media channels.



INCREASED CAPACITY

<u>2014</u>	<u>2024</u>
4.5M TEUs	6.5M TEUs
22 STS cranes	30 STS cranes
116 RTG cranes (4 eRTGs)	169 RTG cranes (all eRTGs)

This message of increased capacity, a visual from the presentation, was shared on Facebook, LinkedIn and Twitter during the presentation.

SAVANNAH WELCOMES IN FY14

Company	Square footage	Jobs
Dynacraft Bikes	3 PL	TBD
Nordic (expansion)	200,000	125
St. George Warehouse	106,920	25
Ballard Pacific	3 PL	TBD
Trident Seafood (Carollton)	190,000	175
Bed Bath & Beyond (Pendergrass)	810,000	900
Pactra, 3PL for Hankook (Midway)	500,000	50
Ollie's Bargain Outlet (Commerce)	962,000	175
Floor and Decor	370,000	TBD
Shaw Industries Group		500
Owens & Minor	3 PL	TBD
TOTAL	2,768,920	1,950

This visual illustrating port related job growth was shared on social media during the State of the Port.