

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> x </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 Open Port Day

Name of Port Port of Québec

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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?

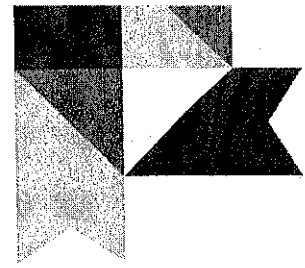
- Describe your overall goals or desired results.

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



Port of Québec- Open Port Day

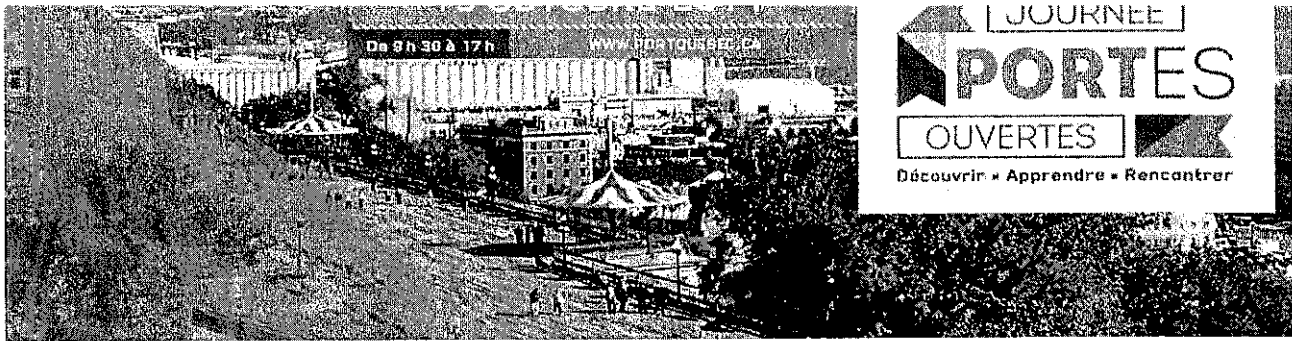
Discover. Learn. Meet

The port of Québec is anchored in the heart of Québec city. Last deep-water port before the Great-Lakes, the Port of Québec is an economic hub for the Canada-Ontario corridor connecting the industrial and agricultural core of North America.

On October 19th 2014, the Port of Québec organized an *Open Port Day*. This special event was put in place as an initiative to communicate with Québec population and to educate and help them understand the activities of the Port. The theme put forward reflected perfectly the objective set for the day: Discover. Learn. Meet.

For the occasion the port program contained:

- Visits of the port sectors
- Tradeshow with the port's partners and operators and employees
- History of the port and its impact on the city and country development.
- Kid's entertainment with learning activities.



1. What were the specific communications challenges or opportunities?

In November 2012, the port experienced the first iron dust episode that had major consequences on the neighbouring community. This major incident led to a social acceptability crisis in the population towards the port activities in general. The public opinion shifted from a friendly to a suspicious aura -in regard to the port activities.

The Port of Québec initiated changes and did major environmental investments in order to control dust emissions into the neighbouring communities: water cannons, 24/7 surveillance, dust collectors etc. In addition, the port made a firm commitment to communicate more via different platforms: website, social media, press releases, community relations committee. The Port of Québec has spared no effort in initiating a series of actions to lay the groundwork for what will be the Port of Québec of tomorrow- a port looking toward the future.

In order to implement a change in the public opinion, the port decided to host a major event for the population to discover the port, an Open Port Day.

Of course, in the social climate that the port was facing at that time, the organization of this event was a pretty bold move. The possibility of failure due to a negative community response was an eventuality we had to get prepared for. Also as our volunteers were for the most part port employees, some were reticent to speak. The preparation linked to this event was extensive for the communication team.

The port's desire was to communicate directly with its population, without the tainted message offered by the media. We wanted people to explore all angles of the port. We wanted them to realize the transparency, openness, leadership and dialogue we were open to have. This was a crucial objective to lay the foundations for a new, different vision of the port in the public opinion. In summary, we wanted the participant to be proud and secure about their port.

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

The mission of the Québec Port Authority is to promote and develop maritime trade, to serve the economic interests of the Québec area and of Canada and to ensure that it is profitable while respecting both its community and environment.

The port of Québec wants to keep being a leader in maritime trade in Canada and wishes to expand its activities. The issue at stake that we specifically targeted by the implementation of this Open Port Day was the social acceptability of the Port of Québec. While being active on a multiplatform basis, we thought this activity was especially important to change the community's opinion.

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

The desired goals and result were mainly to change the public opinion. Therefore we targeted three major objectives:

- Demystify the Port Activities
- Demonstrate the economic importance of the port, social and political contributions to the city and the community
- Bring to light the human side of the port activities

The port set the attendance objective to 5 000 people from all backgrounds. The primary_targeted audience was mainly the neighbouring families and local residents.

Also, it was important to the organization that the people lived great experience and enjoyed their tour of the Port. We wished for them to talk positively about the port afterward.

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

The port decided to promote the event on different communication platforms:

- Facebook
- Twitter
- Public displays
- Radio add
- Newspapers

We chose those forms of communications in order to push forward the event and expand the clientele from the followers on our social media platforms.

Furthermore, in order to attract and gain interest, we developed a contest to win a cruise with a departure from Québec city. This contest also helped to promote cruises in the port of Québec which generally is considered positively.

We also decided to include in the contest 3 cruise ship visits. These initiatives really aide in gaining interest from the population.

Every day, we were announcing a new activity. Form the free boat ride to the visit of the brand new wood pellets terminal.

The planning of this activity required 6 months for the communication team and event management consulting firm. An Open Door Day committee was put in place for every key port department, in order to ensure the success of this activity. We also needed an external committee to coordinate the actions of the different partners contributing to the realization of this day.

We must add a volunteer committee was also created with port employees wishful to contribute. The executive management team was also entirely involved as guides for the port sector visits.

In total, more than 45 port employees were present as volunteers and more than 40 partners team were present during the *Open Port Day* in addition to the event managing company hired.

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

Throughout the visits, the guides were taking commentaries, questions and opinions from the participant. What came out most of the time was that people didn't know the port or that the fact that they visited totally changed the perception they had of the port.

The positive comments also underlined that it was a proof of transparency from the port and that the port was not at all what was reported in the media.

Those positive comments underlined the success of the event in terms of program and also because we met the objective to change the public perception. Participants suggested that we should hold this type of event once a year to let people know more about our presence in the community.

This activity generated more than 6000 views on the website, positive comments on social media and reached an attendance of 5 000 people.

The activity was so positive for the public image and social acceptability of the port that we decided to organise this activity every 2 years. It really was aligned with the port's interest and defined the organization as transparent, trustworthy community member and as an economic force of the region.

The press coverage was positive and was talking about the Open Port Day as a success.