

## 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 _____               | 13. Videos _____                        |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations <u>XX</u> |
|  | 15. Websites _____                      |

Please check the appropriate box:

<input type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2	<input checked="" type="checkbox"/> CATEGORY 3
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Entry Title: State of the Port Presentation

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.



5249

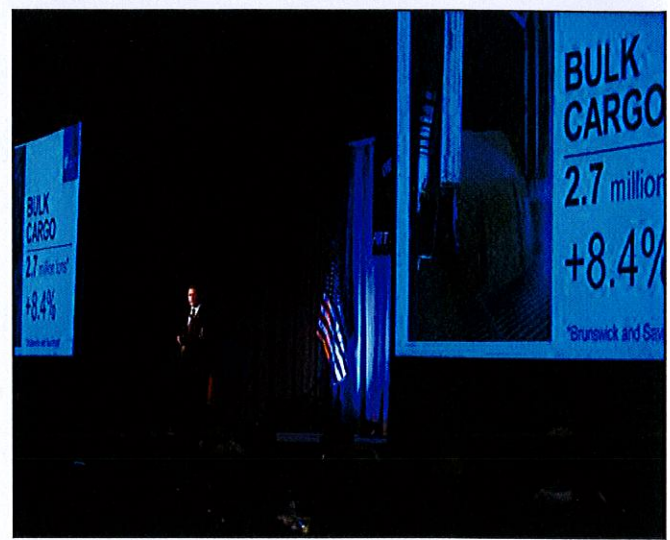
# GEORGIA PORTS AUTHORITY

State of the Port PowerPoint  
AAPA 2015 Entry Classification: Visual Only

## 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 statewide 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 presents a PowerPoint to the more than 1,300 people at the 2014 State of the Port.

## 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.

During the annual State of the Port address, GPA 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 development 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 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.

The presentation during this event sets the tone for presentations that the executive and sales teams will give throughout the following year.



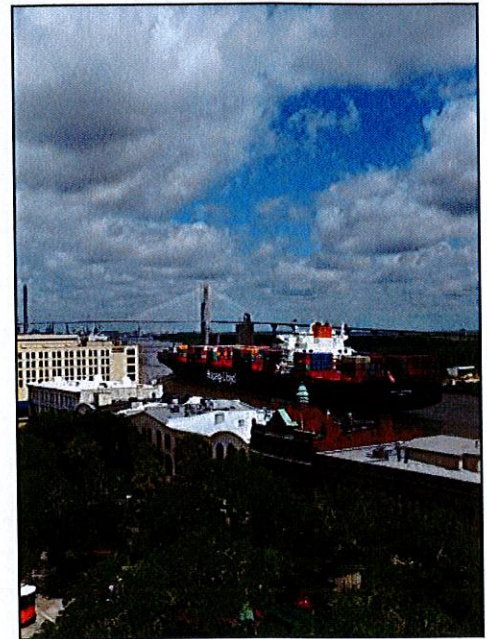
# MISSION

## 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 moved 3.1 million TEUs in FY2014.**

# 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:

- To showcase GPA's corporate achievements as a profitable investment, strong economic engine and global logistics gateway for the state of Georgia.
- To demonstrate GPA's commitment to preparing for tomorrow's needs today through with the Savannah Harbor Expansion Project. and landside investments
- To 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 Audience:

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 all members of the maritime community.





## ACTIONS

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

- The communications team reviews the business results along with news stories from the past year and chooses what to focus the presentation on.
  - This year's presentation was focused on job growth in Georgia through port partners along with GPA's infrastructure advances and the progress of 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.
  - After the information was compiled, GPA worked with an outside design firm on the look of the slides.
  - The presentation is also the resulting collaboration with GPA's Executive Director Curtis Foltz and went through several versions before one was finalized.
  - Many of the presentation slides included
- people whose jobs are tied to the port in some way to incorporate the theme of the entire event, "People of the Ports."
- Each year the PowerPoint presentation given by the executive director 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.
  - Budget:  
Presentation graphics and editing: \$1,818



# RESULTS

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

### Reaching Stakeholders

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, Brigadier General 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 after giving the State of the Port PowerPoint presentation.**

## Earned Media

The 2014 State of the Port 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 based on the message presented in the PowerPoint presentation.

**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**  
freenewspos.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**  
WJCL  
WMAZ  
WMGT  
**World Maritime News**  
**World Trade 100**  
WTGS  
WTOC  
WTVM  
**Yahoo!**