

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6193

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. Advertisements – Single | _____ | 8. Overall Campaign | _____ |
| 2. Advertisements – Series | _____ | 9. Periodicals | _____ |
| 3. Annual Reports | _____ | 10. Promotional/Advocacy Material | _____ |
| 4. Audio-Only Presentations | _____ | 11. Social/Web-Based Media | _____ |
| 5. Awareness Messaging | _____ | 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 2015 State of the Port Business Community Briefing

Name of Port Port Canaveral

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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 and measurable terms the situation leading up to creation of this entry.
- Briefly analyze the major internal and external factors that need 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 used for this entry?

- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

4. What actions were taken and what communication outputs were employed 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 entry's 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 action.

2016 AAPA COMMUNICATIONS AWARDS

Entry Classification: 12. Special Events

2015 State of the Port – *Business Community Briefing*



SUMMARY STATEMENT

The State of the Port Business Community Briefing (SOTP) is an annual event during which Port Canaveral's CEO shares with the local business community an overview of the Port's current activities, progress, plans and challenges. The theme of the 2015 SOTP event was "Experience Our ReBerth."



1. COMMUNICATIONS CHALLENGES AND OPPORTUNITIES

Port Canaveral is going through a period of growth and transformation, exploring what type of seaport it could — and should — become in the future. Already a leading cruise port, can this Port transform into a larger player in cargo, help Central Florida become a significant logistics hub, develop its own true recreation destination and still continue to improve its position in the cruise industry?



The major projects that have developed from these explorations have the potential to impact the entire community and region. This has increased the attention on the Port, especially among the regional business community.

In his two previous SOTPs, the Port's CEO had delivered a message to this audience of an aggressive pursuit of growth opportunities and exciting positive expectations. The 2015 event occurred literally on the eve of the opening of the Port's first container terminal by operator GT USA, making it a special opportunity to talk about a transformation that was moving solidly from expectation to reality.

The challenge of this communication effort was to persuade a sometimes-skeptical business community that plans they initially may have questioned as overly ambitious for this small Port were not only possible but now coming to fruition.

2. COMPLEMENTING THE PORT'S MISSION

Like all seaports, Port Canaveral was built as an economic resource for its community, region and nation.

Today, as a major economic engine with the potential to be a catalyst for change and growth, it is clear that the Port's future can impact the region's future dramatically, especially if business leaders and the Port work together to create and take advantage of opportunities.

For much of its history, cruise overwhelmingly has been this Port's dominant business line. The current transformation is designed to create greater diversity and a better balance of business activities. While the cruise business has offered opportunities for other local companies and depended on a network of non-Port services,

cargo — a business sector in which the Port is seeking to increase its share dramatically — is even more dependent upon a regional partnership of associated companies, facilities and infrastructure.

Cargo customers need more than docks and cranes. They require appropriate transportation, warehousing, distribution and logistics services. The need for these supporting services and the opportunities for regional businesses from an increase in Port cargo activity are tremendous.

The support of and partnership with the business community of Central Florida never has been more important to the Port's mission and the SOTP event is the most prominent and direct opportunity to communicate with this audience.

3. PLANNING AND PROGRAMMING COMPONENTS

– Overall goals/Desired results:

This is the Port's highly visible and anticipated signature public event of the year. The most important goal in 2015 was to encourage support of and partnership with the Port among the regional business community.

The SOTP event supports multiple functions of Port communications, in this order:

- **PUBLIC RELATIONS:** Build critical business community support and engagement
- **BRANDING:** Position the Port as an action- and results-oriented leader
- **MARKETING:** Increase business activity by directly informing the business community about opportunities that are available or in process of development

– Objectives:

To accomplish these goals, the 2015 event strove to:

- Position the Port's transformation as having progressed beyond the planning stage, as being ongoing and visible
- Present the Port's business model and the importance of partnerships within this model
- Create excitement about the growth of the Port
- Maximize visibility to community leaders and all Port stakeholders

–Target Audiences:

Primary audiences were local and regional business, elected and community leaders and media.

Secondary audiences include local residents, tenants, customers and economic development agencies.



Port CEO John Walsh



Rick Weddle of the Orlando Economic Development Commission



Peter Richards of Gultainer, the parent company of terminal operator GT USA

4. ACTIONS AND OUTPUTS

– Strategies:

To optimize the 2015 State of the Port event's impact, we:

- Developed a theme of "Experience Our reBerth," to spotlight the Port's progress in transforming itself
- Produced a themed brochure showcasing Port statistics and benefits; the newest transformative initiatives and developments; and a comprehensive Port development map
- Held the event at Cruise Terminal 1, a recently completed state-of-the-industry Port facility — a milestone and concrete demonstration of progress and partnership (with financial investment by a cruiseline customer)
- Hosted a pre-event networking reception in the terminal at which members of the business community were able to interact one-on-one with representatives of the Port Authority
- Handed out the event brochure along with a comprehensive and informative range of Port communications materials
- Produced and debuted the dynamic "Giving Berth" video to show visually the changes the Port is undergoing
- Gave special recognition during the event to one family's loyal partnership with the Port — the Cafferys had made 124 Canaveral embarkations to date with 26 future bookings
- In addition to highlighting "partnership" within the CEO's speech ("When we turn 'I' into 'we,' more happens." -CEO John Walsh), augmented his speech for the first time since the SOTP event began with additional keynote speeches by marketing and

operational partners — Rick Weddle of the Orlando Economic Development Commission and Peter Richards of GulfTainer, the parent company of terminal operator GT USA

- Sent email announcements to community leaders and stakeholders
- Publicized the event to the general public through traditional and social media
- Posted a video summary of the event on the Port's YouTube channel; linked it to a special 2015 SOTP page on the Port's website (portcanaveral.com/2015SOTP) that contained full video of the event, the "Giving Berth" video, video of the GT USA terminal grand opening the following day and other videos covering topics of interest to the audience

– Implementation:

The event was planned and executed by the Port's 2-person communications staff, which also handled social and news media. Port communications consultants produced other communications to the public and invited guests, under Port staff direction, handling photography and videography, art direction and content writing.

An event announcement was sent to more than 1100 people.

The time frame for planning the event was approximately six weeks. The total cost was \$28,762 (not including the "Giving Berth" video used for multiple purposes).

5. OUTCOMES

– Evaluation:

More than 400 people attended the event, a 12 percent increase over last year's event. The event was covered by all regional news outlets.

Other results:

- Total Publicity Value: \$13,331.90
- Total Viewership/Circulation: 173,122

Social Media Statistical Highlights:

- 4,920 people FB views (reached)
- 120 people were actively engaged on FB (actively followed the topic)
- 6 users shared FB posts
- 101 FB users commented on and/or liked posts
- 73 Twitter followers 'favorited' posts
- 44 Twitter followers shared posts

The summary video of the 2015 State of the Port Business Community Briefing, which was posted on the Port's YouTube channel, received 60 views. The "Giving Berth" video, posted on YouTube in April 2016, received 29 views in its first week online.

– Influence on attitudes and actions:

"This was my first State of the Port as a Board member. In previous years, the plans seemed exciting, but frankly I wondered if they weren't a little grand. Now that I've seen first-hand the potential and real ability of this Port to get things done, I know all of this is really happening. This

truly is a historic era." -Port Commissioner Wayne Justice, a retired two-star Coast Guard Admiral, at the conclusion of the event

Based on private and public comments, media coverage and invitations for the Port's participation in regional planning endeavors, it is clear that the Port's reputation is established as an economic engine and leader in planning for regional economic diversity and prosperity.

Several years ago, claims that Port Canaveral could become a substantial player in the cargo market and a catalyst for development of a trade/logistics hub in Central Florida, or even gain dockside rail, would not have been taken seriously within the community. Canaveral was seen as the little port with the nice cruise business, and that was all it ever was expected to be.

Today, this viewpoint has transformed. The SOTP events have been instrumental in this shift in view and the largest shift has occurred since the 2015 SOTP. No longer is there widespread doubt about the Port's future growth or its ability to fulfill a larger role in the region. The conversation has shifted to debate about the best path forward, the best investments for the Port to make in its future and ways to integrate the growth people foresee at the Port gracefully into the relaxed coastal lifestyle of its surroundings.

THEMED BROCHURE



Experience our

reBerth

Our nation needs modern infrastructure, active maritime gateways and regional multimodal logistics and distribution hubs to stay competitive in the changing global marketplace, while our community needs access to goods, jobs, business opportunities and great places to work and play. At Port Canaveral, we're committed to growing responsibly so everyone who depends upon us can thrive.

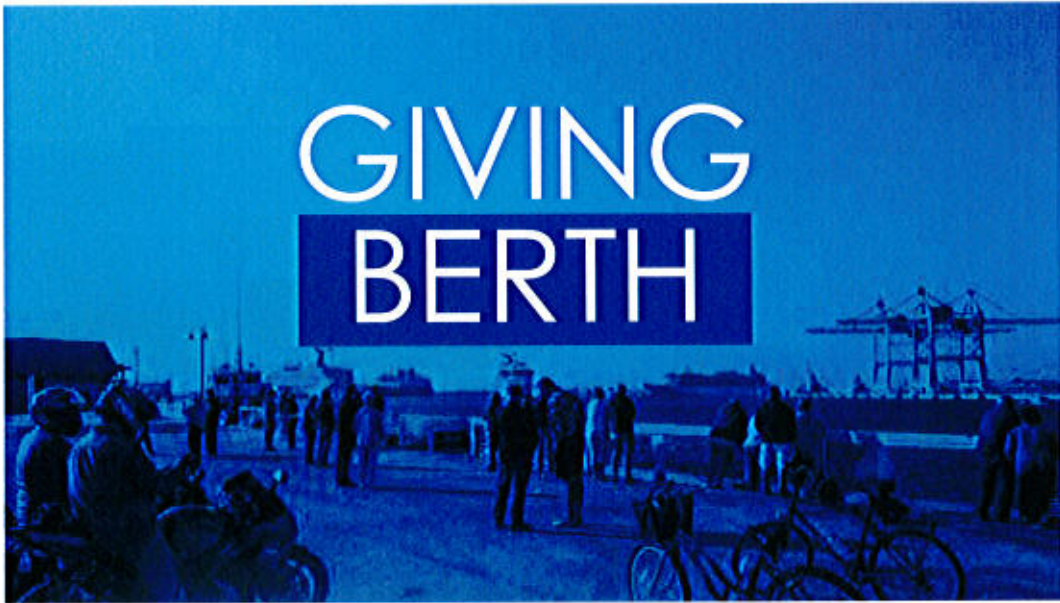


PORT
CANAVERAL

sample enclosed

GIVING BERTH VIDEO

You 



To review digital version visit: <http://www.portcanaveral.com/aapa>



INVITATION - RSVP Email

RSVP

EXPERIENCE OUR **reBerth**

PORT CANAVERAL

When
 Thursday June 11, 2015 from
 8:30 AM to 10:00 AM EDT
[Add to Calendar](#)

Where
 Cruise Terminal 1
 9050 Discovery Road
 Cape Canaveral, FL 32920

[Driving Directions](#)

Dear Rosalind,

You cordially are invited to attend the 2015 State of the Port Business Community Briefing to hear about our plans and projects.

Following the briefing, you can choose to take a special guided boat tour of the Port's harbor and see our progress for yourself. The boat tour is limited and open seating.

Please click on the link below to RSVP or register for the Briefing.

[Register Now!](#)

[I can't make it](#)

Thank you for your interest in Port Canaveral. We look forward to seeing you at the Briefing.

260 Opened (42.7%)	757 Sent	91 Clicks (35.0%)	8 Forwards
			148 Bounces
			0 Spam Reports
			0 Opt-outs
			349 Did Not Open

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2016 AAPA Entry Classification: 12. Special Events

2015 STATE OF THE PORT – Business Community Briefing

INVITATION - Postcard

YOU'RE INVITED

EXPERIENCE OUR
reBerth

You cordially are invited to attend the 2015 State of the Port Business Community Briefing to hear about our plans and projects. Following the briefing, you can choose to take a special guided boat tour of the Port's harbor and see our progress for yourself. The boat tour is limited and open seating.

Please RSVP by June 8 for the briefing by registering at portcanaveral.com/register

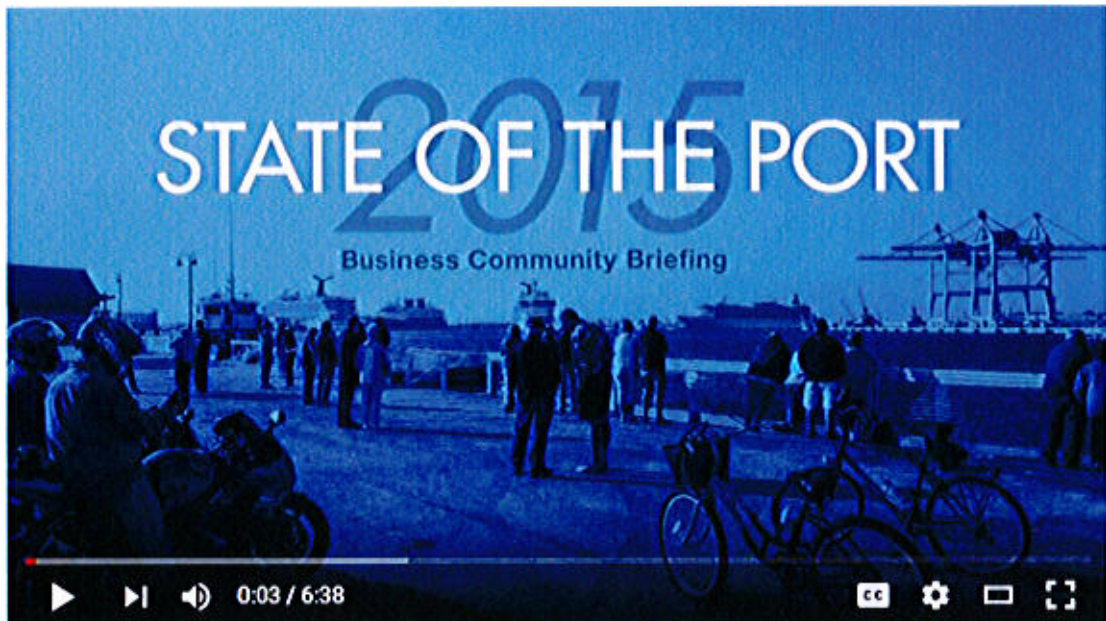
THURSDAY, JUNE 11
Breakfast: 8:30 a.m.
Briefing: 9:00 a.m.
Boat Tour of Harbor: 10:30 a.m.
Departing from the new Freddie Patrick Boat Launch Complex next to Jetty Park

CRUISE TERMINAL 1
9050 Discovery Road
Cape Canaveral, FL 32920

sample enclosed

EVENT VIDEO – *Posted on YouTube*

You 



To review digital version visit: <http://www.portcanaveral.com/aapa>

SOCIAL MEDIA POSTINGS

Port Canaveral (@canaveralport) · Jun 11
 Prepping for Port Canaveral's State of the Port beginning at 8am! #ExperienceOurReberth



1,385 People Reached
26 Likes, Comments & Shares
22 Likes **20** Retweets **3** Comments
1 Comment **1** Retweet **0** Comments
3 Retweets **0** Retweets **3** Comments
94 Retweets
50 Likes **0** Retweets **44** Comments
NEGATIVE FEEDBACK
3 Likes **2** Retweets
0 Retweets **0** Likes

Port Canaveral (@canaveralport) · Jun 11
 Canaveral Port Authority CFO John Walsh and Rick Wiedle of Orlando EDC in front of co-branded container (says Port Canaveral GT USA on the other side) at yesterday's at the State of the Port. They were also vice listed during today's event.



1,559 People Reached
41 Likes, Comments & Shares
32 Likes **20** Retweets **2** Comments
3 Comments **3** Retweets **0** Comments
4 Retweets **4** Retweets **3** Comments
69 Retweets
37 Likes **0** Retweets **33** Comments
NEGATIVE FEEDBACK
2 Likes **1** Retweet
0 Retweets **0** Likes

Port Canaveral (@canaveralport) · Jun 11
 #StateofthePort at CT-1 is starting. Following the meeting, video will be on our website. #ExperienceOurReberth



1,976 People Reached
53 Likes, Comments & Shares
31 Likes **31** Retweets **0** Comments
0 Comments **0** Retweets **0** Comments
2 Retweets **1** Retweets **0** Comments
1,259 Retweets
1,874 Likes **0** Retweets **181** Comments
NEGATIVE FEEDBACK
3 Likes **2** Retweets
0 Retweets **0** Likes

Port Canaveral (@canaveralport) · Jun 11
 #StateofthePort at CT-1 is starting. Following the meeting, video will be on our website. #ExperienceOurReberth



Port Canaveral (@canaveralport) · Jun 11
 Finally, welcome to @CityofCocoa Deputy Mayor @BrendaFortocosa & Satellite Beach Mayor Frank Cabrera! #ExperienceOurReberth

Port Canaveral (@canaveralport) · Jun 11
 Also welcome @Rockledge_FL Mayor Tom Prico, Vice Mayor Pat O'Neil and Councilman Ted Hartselle to #StateofthePort

Port Canaveral (@canaveralport) · Jun 11
 Welcome Pam Gillespie of @congbliposey office, @CocoaBeach_FL Mayor Dave Natarstrom, @CapeCanaveral FL Mayor Rocky Randle to #StateofthePort

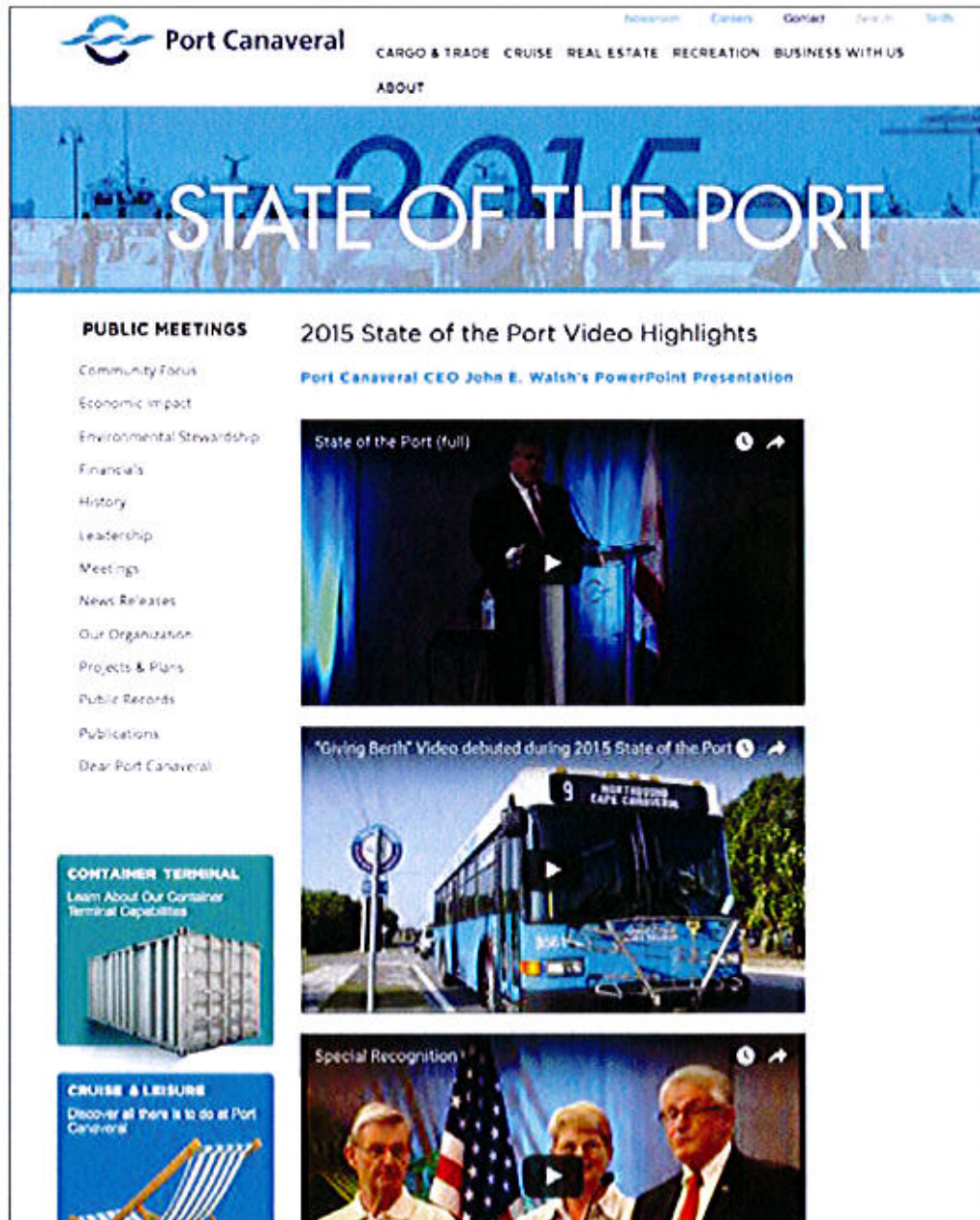
Port Canaveral (@canaveralport) · Jun 11
 Port Canaveral Commission Chair Allender welcomes & introduces commissioners, dignitaries & CFO #StateofthePort



Port Canaveral (@canaveralport) · Jun 11
 Prepping for #PortCanaveral - StateofthePort to begin at 8am! #ExperienceOurReberth



Website posting



The screenshot shows the Port Canaveral website's "2015 STATE OF THE PORT" page. The header includes the Port Canaveral logo and navigation links for "CARGO & TRADE", "CRUISE", "REAL ESTATE", "RECREATION", "BUSINESS WITH US", and "ABOUT". The main content area features a large "2015 STATE OF THE PORT" banner. Below the banner, there is a "PUBLIC MEETINGS" sidebar with a list of links: Community Focus, Economic Impact, Environmental Stewardship, Financials, History, Leadership, Meetings, News Releases, Our Organization, Projects & Plans, Public Records, Publications, and Dear Port Canaveral. The main content area is titled "2015 State of the Port Video Highlights" and includes a link to "Port Canaveral CEO John E. Walsh's PowerPoint Presentation". Three video thumbnails are displayed: "State of the Port (full)", "Giving Berth" Video debuted during 2015 State of the Port, and "Special Recognition". Two promotional boxes are also visible: "CONTAINER TERMINAL" with the text "Learn About Our Container Terminal Capabilities" and "CRUISE & LEISURE" with the text "Discover all there is to do at Port Canaveral".

To review digital version visit: <http://www.portcanaveral.com/aapa>