

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6191

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 Port-to-Port Event
Name of Port Port Canaveral
Port Address 445 Challenger Road, Suite 301, Cape Canaveral, FL 32920
Contact Name/Title Rosalind P. Harvey, Senior Director of Communications & Community Affairs
Telephone 321-783-7831 x242 Email Address rharvey@portcanaveral.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 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.

AAPA 2016 COMMUNICATIONS AWARDS
SeaPort-To-AirPort — *Joint Public Board Meeting*
Entry Classification: **12. Special Events**

MAY 2016

OFFICIAL ENTRY LABEL

AAPA 2016 Communications Awards

6191

Port Port Canaveral

Contact Person Rosalind Harvey

Entry Classification 12. Special Events



2016 AAPA COMMUNICATIONS AWARDS

Entry Classification: 12. Special Events

SeaPort-To-Airport – Joint Public Board Meeting



SUMMARY STATEMENT

The Canaveral Port Authority (CPA) and the Greater Orlando Aviation Authority (GOAA) are important players in regional transportation and economic development with many challenges and goals in common. They held their second joint board meeting at Port Canaveral's Cruise Terminal 6 to follow up on their first historic joint meeting in 2014 and formulate specific initiatives for joint collaboration.

The meeting of the governmental bodies was public. Each side presented an overview of their activities and plans before joint discussion was held on future collaboration projects.



1. COMMUNICATIONS CHALLENGES AND OPPORTUNITIES

Engaging other regional entities and leaders as stakeholders in Port Canaveral is critical to the Port's future growth and role as a cargo hub and cruise port. To address this, the Port Authority is forming strategic partnerships.

The Canaveral Port Authority has worked diligently to establish Port Canaveral as Central Florida's seaport — not just Brevard County's seaport — and GOAA operates Central Florida's largest airport, Orlando International Airport. Collaboration

between the two agencies can develop a strong intermodal gateway between Central Florida and the international market, a marketing concept that could benefit both agencies substantially.

Each of these industry leaders is a strong economic engine in its own right: Port Canaveral has a \$3 billion plus regional impact and Orlando International's impact is more than \$31 billion. Collaboration presents multiple opportunities to boost the success of both entities.





2. COMPLEMENTING THE PORT'S MISSION

The seaport and airport have many overlapping goals and concerns because of their similar transportation missions. They also share customers: the Port needs the airlift provided by the airport to bring in cruise passengers and help distribute cargo. The airport needs business from the seaport to attract more airlines and planes.

Other shared issues:

Funding Sources: Neither agency collects tax dollars, but instead relies on its own business revenues to fuel future operations and growth.

Joint Customer Service: About 48,000 Canaveral cruise passengers per week fly through Orlando International Airport. One objective common to the strategic plans of both agencies is to exceed customers' expectations for customer service. By working in concert, the two Authorities can provide air/cruise passengers with a seamless, high-quality customer experience from plane to ship.

Freight and Cargo: The CPA and GOAA share an interest in the development of freight and cargo business. The two collaboratively can explore ways to strengthen this business sector, including jointly campaigning for improvements to the connecting road system needed for smooth trans-shipment of goods to and from the region's businesses. Through joint marketing, the agencies have potential to boost global commerce regionally.

Growth: Both transportation facilities are in major expansion mode. Port Canaveral currently has \$244 million in capital projects under way while GOAA is managing \$1.2 billion in capital initiatives.

Vision for the Future: Establishing a model for joint port cooperation and a shared vision on outreach around the world can enhance business opportunities for both authorities and create many new jobs in the region.



3. PLANNING AND PROGRAMMING COMPONENTS

– Overall goals/Desired results:

Promote the view of the Port as Central Florida's seaport, part of a strong intermodal gateway, and a significant and valuable partner in regional planning and economic development

The Port-to-Port event supported multiple functions of Port communications:

- **PUBLIC RELATIONS/BRANDING:** Elevate the Port's regional role through its partnership with GOAA, an established and respected regional leader; illustrate Port's concern for issues important to the community such as parking, traffic, and jobs; position the Port as an energizing force in regional business
- **MARKETING:** Help increase business activity by publicizing opportunities at and near the Port, now and in the future

– Objectives:

To accomplish these goals, the event strived to:

- Strongly link the CPA and GOAA in the minds of the target audiences
- Increase awareness of — and excitement about — Port Canaveral's growth plans, progress and opportunities
- Maintain GOAA and Port Canaveral mutual engagement and assistance

– Target Audiences:

Primary audiences include business decision makers, government policy makers and community leaders.

Secondary audiences include economic and tourism development organizations, media, local and regional residents.

4. ACTIONS AND OUTPUTS

– Strategies:

To optimize the event's reach and impact, we:

- Hosted the event in our own Cruise Terminal 6, an impressive venue
- Emailed invitations to key stakeholders
- Worked with the GOAA Public Relations staff to develop a joint marketing video ("Port to Port: Gateways to Central Florida's Growth), using action shots, mission clips, statistics and music to spotlight and dramatize the capabilities and future of both facilities
- Debuted marketing video at the opening of the event and posted it on the Port's YouTube channel
- Featured presentations from each Authority's CEO on the agencies' activities and future plans, before the joint discussions
- Connected with non-attendees by posting full video of the proceedings on the Port's YouTube channel

– Implementation:

The event was planned and the media notified by the Port's 2-person Communications staff. Port consultants produced invitations under the direction of the Port staff, handling photography and videography, art direction and copywriting.

Invitations were issued via Constant Contact to 300 selected guests. The invitations resulted in a total of 148 registrations (128 invitees and 20 guests). The meeting was open to the public and the total number of event attendees was 225, including walk-ins.

The total cost of the event was \$18,000. The joint marketing video prepared by the communications staff of the Port and GOAA, which debuted at the event, was a separate item. It cost a total of \$11,258, of which \$5,629 was paid by the Port Authority.

5. OUTCOMES

– Evaluation:

MEDIA COVERAGE: The total ad value of media coverage for this event was \$52,434.72, including both broadcast and print — about double that for the premier 2014 Port-to-Port event. The total audience for all print, online and broadcast coverage topped 528,250.

SOCIAL MEDIA: The only social media coverage for this event was on YouTube, where the joint marketing video received 35 views and the four-part full recording of the meeting had a total of 95 views for 458 minutes of watch time.

– Influence on attitudes and actions:

COMMENTS: On-site and follow-up comments on the event were positive — “I’ve really been concerned about what’s happening at the Port — in fact, I was going to stand up and speak — but a lot of my questions were answered here.” “I didn’t realize how much was going on at the airport or the Port right now.” “It’s good for the region to have these two agencies pulling together to bring in business.”



EMAILED INVITATION - SAVE THE DATE



When

Wednesday March 2, 2016 from
2:00 PM to 4:00 PM EST

[Add to Calendar](#)

Where

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



Dear Rosalind,

The Canaveral Port Authority and Greater Orlando Aviation Authority cordially invite you to attend our joint public board meeting at 2 p.m. on Wednesday, March 2, 2016 in Cruise Terminal 1 at Port Canaveral. Join us and other business community leaders as we discuss economic growth and prosperity for our region.

Please click on the link below to reserve your place.

[Register Now!](#)

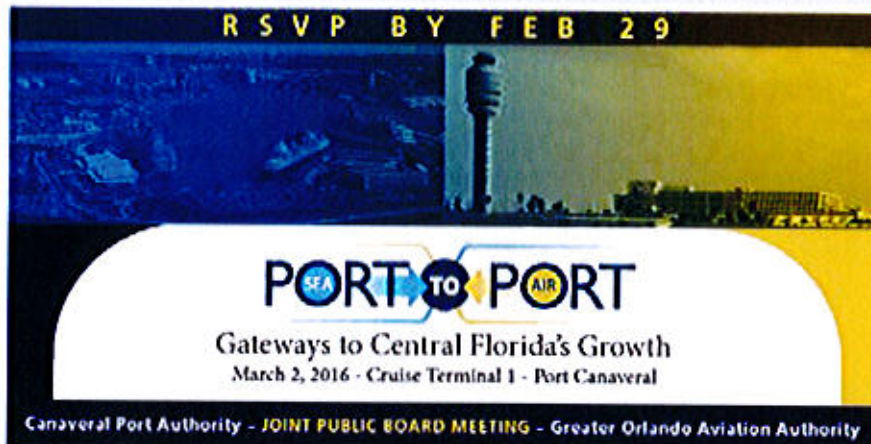
[I can't make it](#)

Sincerely,

Department of Communications
Canaveral Port Authority
eventinvite@portcanaveral.com

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

EMAILED INVITATION - RSVP



When

Wednesday March 2, 2016 from

2:00 PM to 4:00 PM EST

[Add to Calendar](#)

Where

Cruise Terminal 1

Port Canaveral

9050 Discovery Road

Cape Canaveral, FL 32920



[Driving Directions](#)

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The Canaveral Port Authority and Greater Orlando Aviation Authority cordially invite you to attend our joint public board meeting at 2 p.m. on Wednesday, March 2, 2016 in Cruise Terminal 1 at Port Canaveral. Join us and other business community leaders as we discuss economic growth and prosperity for our region.

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[Register Now!](#)

[I can't make it](#)

Sincerely,

Department of Communications

Canaveral Port Authority

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2016 AAPA Entry Classification: 12. Special Events

SEAPORT-TO-AIRPORT – Joint Public Board Meeting

EMAILED INVITATION - LAST DAY


LAST DAY TO REGISTER



PORT TO AIRPORT
Gateways to Central Florida's Growth
March 2, 2016 - **CRUISE TERMINAL 10** - Port Canaveral
Canaveral Port Authority - **JOINT PUBLIC BOARD MEETING** - Greater Orlando Aviation Authority

When
Wednesday March 2, 2016 from
2:00 PM to 4:00 PM EST
[Add to Calendar](#)

Where
Cruise Terminal 10
9005 Charles M Rowland Drive
Cape Canaveral, FL 32920



[Driving Directions](#)

Dear Rosalind,

The Canaveral Port Authority and Greater Orlando Aviation Authority cordially invite you to attend our joint public board meeting at 2 p.m. on Wednesday, March 2, 2016 in Cruise Terminal 10 at Port Canaveral. Join us and other business community leaders as we discuss economic growth and prosperity for our region.

Please click on the link below to reserve your place.

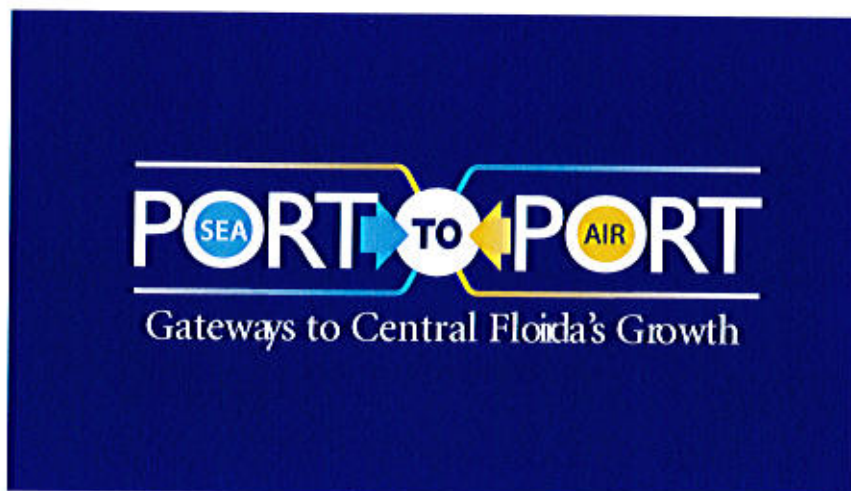
[Register Now!](#)

[I can't make it](#)

Sincerely,
Department of Communications
Canaveral Port Authority
eventinvite@portcanaveral.com






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

SEAPORT-TO-AIRPORT VIDEO



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

YOUTUBE VIDEOS POSTED

	<p>SeaPort-To-AirPort: Gateways to Central Florida's Growth - Part 5 HD</p> <p>Mar 17, 2016 12:13 AM</p> <p>Edit <input type="button" value="v"/> Improve this video</p>
	<p>SeaPort-To-AirPort: Gateways to Central Florida's Growth - Part 4 HD</p> <p>Mar 16, 2016 11:33 PM</p> <p>Edit <input type="button" value="v"/></p>
	<p>SeaPort-To-AirPort: Gateways to Central Florida's Growth - Part 3 HD</p> <p>Mar 16, 2016 10:39 PM</p> <p>Edit <input type="button" value="v"/></p>
	<p>SeaPort-To-AirPort: Gateways to Central Florida's Growth - Part 2 HD</p> <p>Mar 16, 2016 9:47 PM</p> <p>Edit <input type="button" value="v"/></p>
	<p>SeaPort-To-AirPort: Gateways to Central Florida's Growth - Part 1 HD</p> <p>Mar 16, 2016 2:10 PM</p> <p>Edit <input type="button" value="v"/></p>

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