

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6147

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 | <u> X </u> |
| | | 15. Websites | _____ |

Please check the appropriate box:

CATEGORY 1

CATEGORY 2

CATEGORY 3

Entry Title: State of the Port PowerPoint

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 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 actions.

GEORGIA PORTS AUTHORITY

State of the Port PowerPoint



STATE OF THE PORT 2015



Summary: Every year Georgia Ports Authority's Executive Director delivers a business update to more than 1,300 representatives from the economic development, banking, real estate, and logistics industries along with the media. GPA brings these people together, as well as local and state elected officials, to 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.



1,300 Georgia influencers attend the State of the Port.

1) Challenge and Opportunity

The State of the Port event draws state and local business leaders who have long been hearing the message of growth at the Port of Savannah. Recently, local civic organizations - upon hearing GPA updates - have said GPA's intense growth has not only created jobs (a positive in the community), but made some things, like commuting to work, more difficult for people in areas near the port.

The communications team was tasked with balancing the message of sustainable growth shared with this diverse audience of local influencers.

The challenge of this annual presentation is to address the current business issues and trends each year, while keeping the event itself feeling fresh.

The event brings representatives of economic development, banking, real estate, and logistics industries together to interact with potential clients.

Business leaders are a valuable audience, especially during a year in which work began on the Savannah Harbor Expansion Project. Stakeholders were anxious to hear the next step in the process.

Fostering international trade and industry for state and local communities, the Georgia Ports Authority operates deepwater ports in Savannah and Brunswick. In 2015, GPA moved 3.73 million twenty-foot equivalent container units, making the Port of Savannah the fourth busiest in the U.S. GPA's deepwater ports support more than 369,000 jobs in Georgia, which contribute \$20.4 billion in income.

Mission:
Support economic
growth in
Georgia.

2) Connection to GPA 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.

3) Planning and Programming

Goals:

Share the message of GPA's role in Georgia's economic development and attracting business to the state.

To showcase GPA's corporate achievements as a profitable investment, strong economic engine and global logistics gateway for the state of Georgia.

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:

- 1) Sell out event and reach 1,300 influencers from around Georgia
- 2) Earn media coverage from 30 separate outlets

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.

GEORGIA PORTS AUTHORITY

State of the Port PowerPoint

Staffing:
Team collaborates on messaging, one staff member compiles ideas and coordinates with contracted designer.

4) Actions and Outputs

The communications team reviews the business results along with news stories from the past year and chooses the focus of the presentation.

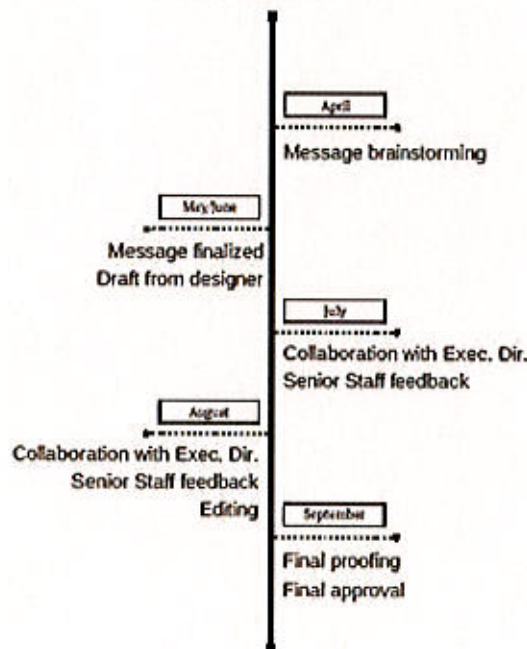
This year's presentation was focused on job growth in Georgia through port partners, along with GPA's infrastructure advances and the progress of the Savannah Harbor Expansion Project. These points, woven into a report of GPA's year in review, ensured stakeholders from all business sectors and the media took home a message describing Savannah as a proactive, growing port.

After the information was compiled, GPA worked with an outside design firm on the look of the slides.

The presentation is also a collaboration with GPA's Executive Director Curtis Foltz, and went through several versions before being finalized.

Each year the PowerPoint presentation given by the executive director at the State of the Port event is the basis for presentations given during the rest of the year by executives, government affairs officials and sales people.

TIMELINE



GEORGIA PORTS AUTHORITY

State of the Port PowerPoint

Earned media includes:

Amer. Journal of Trans.
American Shipper
Associated Press
Atlanta Business Chronicle
Bloomberg News
Dredging Today
Journal of Commerce
NOODLS
Port Technology International
Post and Courier
Progressive Railroading
Refrigerated Transporter
Savannah Morning News
Wall Street Journal
WFOX
WGCL
WJCL
WMAZ
WSAV
WSB
WTGS
WTOC
Yahoo!

5) Results

Objective: Sell out event and reach 1,300 influencers from around Georgia

Result: The State of the Port event is held at the largest venue in Savannah for a business lunch. For the fourth year in a row, the event sold out (1,300 people), 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.

More than 200 organizations were represented, including development authorities from around the state, shipping lines, national and state agencies and local governments along with three International Longshoremen's Association locals and influential customers like FedEx, The Home Depot, IKEA and Target.

Objective: Earned Media coverage from 30 separate outlets

Result: 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.

More than 40 separate outlets, including national and international news outlets ran clips covering the Savannah State of the Port and the message presented through PowerPoint by GPA Executive Director Curtis Foltz.