

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

**6143**

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                | <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: State of the Port

Name of Port: Georgia Ports Authority

Port Address: P.O. Box 2406, Savannah, GA 31402

Contact Name/Title: Emily Goldman, Manager of Port Relations

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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



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.

### **OFFICIAL ENTRY LABEL**

**AAPA 2016 Communications Awards**

Port : Georgia Ports Authority

Contact Person: Emily Goldman

Entry Classification: Special Event



**Sets the tone  
for GPA  
presentations  
given during  
the following  
year.**

### *1) Challenge and Opportunity*

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

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 that 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.

Business leaders are a valuable audience, especially during a year in which work began on the Savannah Harbor Expansion Project. SHEP is an infrastructure project of national importance that will deepen the Savannah River from 42 to 47 feet. Stakeholders were anxious to hear the next step in the process.



### 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.

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 the industry.

### 3) Planning and Programming

This is a can't-miss event for those who hope to win business or political favor in Southeast Georgia, and attracts legislators in office as well as those running for office.

The State of the Port event sets the tone for GPA's presentations that the executive and sales teams will give during the following year.

#### **Goals:**

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

Demonstrate GPA's commitment to preparing for tomorrow's needs today with the Savannah Harbor Expansion Project and landside investments.

Generate support for international trade through the Port of Savannah by educating community leaders on the opportunities created for the state's

# GEORGIA PORTS AUTHORITY

## *State of the Port*

### **Target:**

port customers,  
federal, state and  
local legislators  
and business  
leaders

farmers, manufacturers and retailers.

#### Objectives:

1. Sell out event and attract influencers from around Georgia
2. Earn media coverage from 30 separate outlets
3. Double online viewership
4. Reach 10,000 people via social media

#### 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.

## *4) Actions and Outputs*

GPA partners with the Port of Savannah Propeller Club for the event and met with their event committee monthly starting six months out.

GPA's seven-person Corporate Communications staff works closely with a contracted design firm to create an overall theme and look for the event, which is then used on the collateral pieces, tickets, Power-Point and social media campaign.

Event registration is managed by staff through Constant Contact. Registration opened on July 1 and the first email invitation was sent to past attendees and stakeholders in the beginning of July. The event, the largest to date, was sold out several weeks in advance.

The State of the Port was held at The Savannah International Trade and Convention Center, located on the Savannah River across from Historic River Street. Attendees watched loaded vessels pass on their way to Garden City Terminal.

The trade center catered the business lunch. AV including staging, large floating screens, and audio were provided by a contracted AV provider.

Photographers and videographers were contracted to provide photos

### **Staffing:**

One project  
manager and a  
five-person  
committee



# GEORGIA PORTS AUTHORITY

## State of the Port

and video for future use and to make available to the media. An edited video version of the presentation was shared with stakeholders the following day.

Considering GPA's worldwide customers, the event was available for on-line streaming. GPA had 908 people from 17 different countries tuned in online, in addition to the more than 1,300 who attended in person.

Each year, the PowerPoint presentation given by GPA's Executive Director Curtis Foltz 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.

Job growth in Georgia was the focus of this year's presentation, along with an update on the Savannah Harbor Expansion Project and infrastructure improvements. 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 of Savannah as a proactive, growing port. GPA's Corporate Communications team prepared the presentation as well as comments for the Propeller Club President and Chairman of GPA's Board.

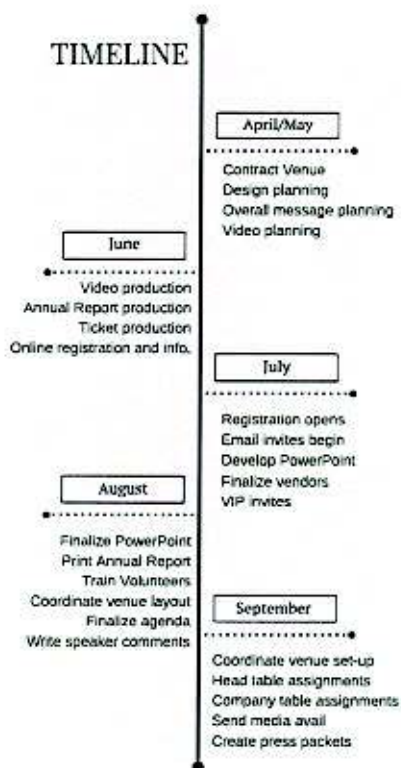
A video, called "GPA Today: Service, Sustainability and Safety" was shown before the Executive Director's presentation. It told the personal story of the people behind GPA as well as GPA's commitment to service excellence and sustainable operations.

GPA used social media, not only to advertise the event in advance, and to share interesting facts during the event, but to interact with those attending the event as well.

Images highlighting specific business wins from the previous fiscal year and the progress of the Savannah Harbor Expansion Project were shared during the event on Facebook, LinkedIn and Twitter. Those attending the event used the hashtag #SAVSOP.

For the first time, the GPA changed the printing schedule for the Annual Report so that the visual story would be available as a takeaway from the State of the Port. GPA's Annual Report was placed at every seat along with a special maritime section published by the Savannah Morning News.

A separate State of the Port event is held in Brunswick several weeks after the Savannah event. That event utilizes many of the same elements, but targeted to the Brunswick audience.



# GEORGIA PORTS AUTHORITY

## *State of the Port*

**Earned media  
coverage from  
more than 40  
outlets**

### 5) Results

**Objective:** Sell out event and attract 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, 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.

High ranking officials from a diverse group of organizations were seated around the head table including Col. Marvin Griffin USACE, BG David Turner USACE Port Director, Lisa Beth Brown USCBP, Comdr. Amy Beach USCG, President of Propeller Club Michael Forbes, Georgia House Majority Leader Jon Burns, Senate Transportation Committee Chair Tommie Williams, and Savannah Mayor Edna Jackson.

**Objective:** Earned media coverage from 30 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.

A media advisory was sent to local media the day before the event and garnered coverage from the Associated Press, the local daily paper, Savannah Morning News, three TV stations WSAV, WJCL, WTOG, Savannah Business Journal, South Magazine and Georgia Public Broadcasting. A press release issued at the time of the event resulted in coverage from national and international trade media.

More than 40 outlets ran State of the Port coverage including American Journal of Transportation, American Shipper, Bloomberg News, Port Strategy and Yahoo!



# GEORGIA PORTS AUTHORITY

*Video: GPA Today: Service, Sustainability and Safety*



Georgia Ports Authority debuted a new video, "GPA Today: Service, Sustainability and Safety" at the 2015 State of the Port event. The video communicates to local influencers the GPA's continued strides in safety and sustainability while providing exceptional customer service.

The video - shown to 1,300 Savannah-area business leaders, then shared through social channels - explains to those impacted by GPA's daily operations how GPA is addressing concerns about continued growth and being a good neighbor.

<https://goo.gl/9Fh7cM>

Runtime: 3:54







