

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

6120

See links
for additional
materials.

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 Port of Palm Beach Centennial Gala

Name of Port Port of Palm Beach

Port Address One East 11th Street Suite 600 Riviera Beach FL 33404

Contact Name/Title Tara Monks – Communications Specialist

Telephone 561.383.4138

Email Address: tmonks@portofpalmbeach.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.

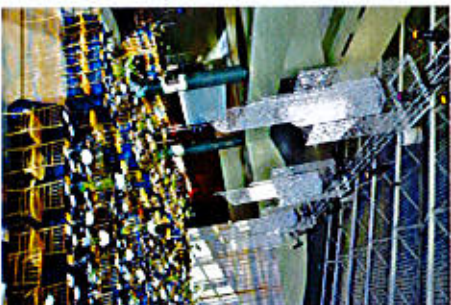
5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

- 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 actions.



Port of Palm Beach

Port of Palm Beach
Centennial Gala
Special Event



Special Event – Port Centennial Gala

On October 10, 2015, approximately 300 elected officials, legislative representatives, business owners and port supporters joined together in the cruise terminal to celebrate the 100 anniversary of the Port of Palm Beach. The 1920's theme for the gala was an homage to the port's first cruise ship, the Mary Weems, and its entertainment and décor were right in sync with the big band glamour one would expect from a Gatsby party. This gala was fun. Not fun to plan, but very fun to see come to life and attend.

1. Gala preparations began in March 2015, seven months before the event was to take place. As it was the port's Centennial Anniversary, we decided there was no better way to finish the year than with a celebration to mark the milestone. It would allow us to have a culminating event to promote, as well as a captive first audience for a book and video we were working on. We wanted to show our supporters and the community a side of the port that was not-so-industrial, so to say, and give them all a lasting, positive impression of the port. So we got to work. The first communications detail was how to announce our plans, followed by how to promote it, invite people and how to keep the excitement going for an event that was so far in the future. Most galas in the Palm Beach area are annual, and have the prior year's event to use in promotion and attendee awareness. We had no such thing, so everything was made from scratch.
2. The communication was always focused on the port's 'century of growth, success and community support.' We made sure every piece of collateral, from invitations to ads spoke of 100 years of economic development / community support.
3. The goal of the gala was to provide a memorable event focused on the port's 100 years of economic development.

The objectives were to:

Promote the port's business success

-print/web and on-air advertising from June through October

Promote the port's operational diversity through the years

-on-air appearances in September to give the story, publication of a timeline coffee table book

Promote the port's longevity

print/web and on-air advertising from June through October

Promote the port's ability to move into the future (a continual question among non-supporters as other ports expand to facilitate larger vessels)

print/web and on-air advertising from June through October – as well as community presentations, events and editorial inclusions from June through October

Promote the port's tenants

print/web and on-air advertising from June through October, as well as website highlights from June through October

Give sponsors due visibility and time at gala
Sponsorship opportunity letters went out
Throw a really good party
October 10, 2015

The audience for this event was the surrounding community overall. It included stakeholders, municipalities, businesses and the public. While we sent out invitations to a specific group of people, we decided early on to allow anyone interested to attend.

4. The port leveraged all of its local ad buys to include news about its centennial anniversary. In all editorial opportunities, it also did the same, and included the gala as a talking point. The port participated in many community events in 2015, including beach cleanups, festivals and school-related celebrations, always bringing information on its centennial and gala. During radio interviews, we inserted speaking points, and included news and sponsor updates in our newsletters. Nearly everything that left the communications department that year included a blurb about the gala, all in effort to promote the event and gain attention for the companies who sponsored us.
 - 1st step: Letters requesting sponsorship began in April: This was for the whole year, but featured the gala as a culminating moment where the top sponsors could be seen and speak.
 - 2nd step: Coffee table book printing coordination began in June to ensure publish by gala (book featured sponsor ads and tenant timeline highlights)
 - 3rd step: Video production coordination began July 20 to ensure gala debut
 - 4th step: Invitations were ordered July 26, 2015 – mailed by August 7, 2015
 - 5th step: Invitation follow-ups occurred the first week of September and continued through month
 - 6th step: Coordinate run of show and speaking program to include sponsor opportunities – took place October 1-9
 - 7th step: Follow-up press: pictures, facts and overview released October 12, 2015
5. The port collected \$96,000 in sponsorship funding for the centennial event, from tenants and municipal partners. This was the result of sponsorship letters and opportunities that included the inclusion of their names, logos and bios in marketing collateral. A follow up email was sent out after the event, and received a 70% open rate. The facebook album for the event received the most views to date, and during the next port commission meeting, neighboring city commissioners visited to give their congratulations for a job well done. We were winners in October.

Port of Palm Beach Proudly Thanks

its Centennial Sponsors

Platinum

ch2m

Gold

tropical
SHIPPING
Worlds Of Service

Silver

Bahamas Paradise
CRUISE LINE

BLUE HORIZON
CASINO CRUISES

Cheney Brothers
C-B-I

Import

STONEROCK
SHIPPING

Akerman

GEHRING
INSURANCE

SFI
SPECIALTY FERTILIZERS INTERNATIONAL

CEMEX

Export

50
Years

USI

JACOB
RECREATION • CONSTRUCTION • MANAGEMENT

Merchants
Maritime Group

Parker Host

MOIK
Maritime Interchange Association

W&A

FPL

Port Contractors - Southeast, LLC

Parking

Palm Beach Parking
& Valet Service

DISCOVER
Legend
100.3 FM
Where Legends Meet Live. WOLB.

Radio

A
CENTENNIAL
CELEBRATION

PORT OF PALM BEACH
CELEBRATES

100 YEARS OF HISTORY

SATURDAY, OCTOBER 10, 2015

THE PORT OF PALM BEACH
BOARD OF COMMISSIONERS
THANKS YOU FOR JOINING US.

Chairman Blair J. Ciklin

Vice-Chair Wayne M. Richards Secretary/Treasurer Jean L. Enright

Commissioner Peyton W. McArthur Commissioner George E. Mastics

This Evening, Please Enjoy

Celebration Program

Tender Baby Arugula & Spinach Salad

Balsamic Marinated Artichokes,

Hamstead Heirloom Tomatoes, Balsamic Vinaigrette

Toasted Pine Nuts

Manuel Almirra, Executive Director

Welcome

Invocation

Reverend Griffin Davis

Dual Entree

Island Spiced Florida Snapper with Fresh Mango Salsa

Sliced Tenderloin of Beef with Port Demi-glace

Garlic Mashed Potatoes

Assorted Grilled Vegetables

Remarks during Dessert

Blair Cicklin, Chairman of the Board

Casey Long, CH2M

Lori Baer, TECOM

Chocolate Lava Cake

Fresh Berries & Whipped Cream

Music by The Switzer Sound



Port of Palm Beach Centennial Gala

Export Sponsor

\$1,500

Two tickets to Gala

Company Name and Logo in Gala Program

Company profile and logo on website with link

Sponsorship acknowledgement, logo and link in newsletter

Table Sponsorship

10 seats

\$2,500

Gala Ticket

\$250



**Port of Palm Beach
One East Eleventh Street
Suite 600
Riviera Beach, FL 33404**

R.S.V.P

*The favor of your reply is requested by the
25th of September*

M _____

Accepts with pleasure

Declines with regret

Export Sponsor

Table Sponsor

Gala Tickets

Please see reverse for details

Please make checks payable to Fort or Palm Beach

Special Food Requirements _____



A
CENTENNIAL
CELEBRATION

DORT OF PALM BEACH
CORDIALLY INVITES YOU
TO ITS
100 YEAR GALA

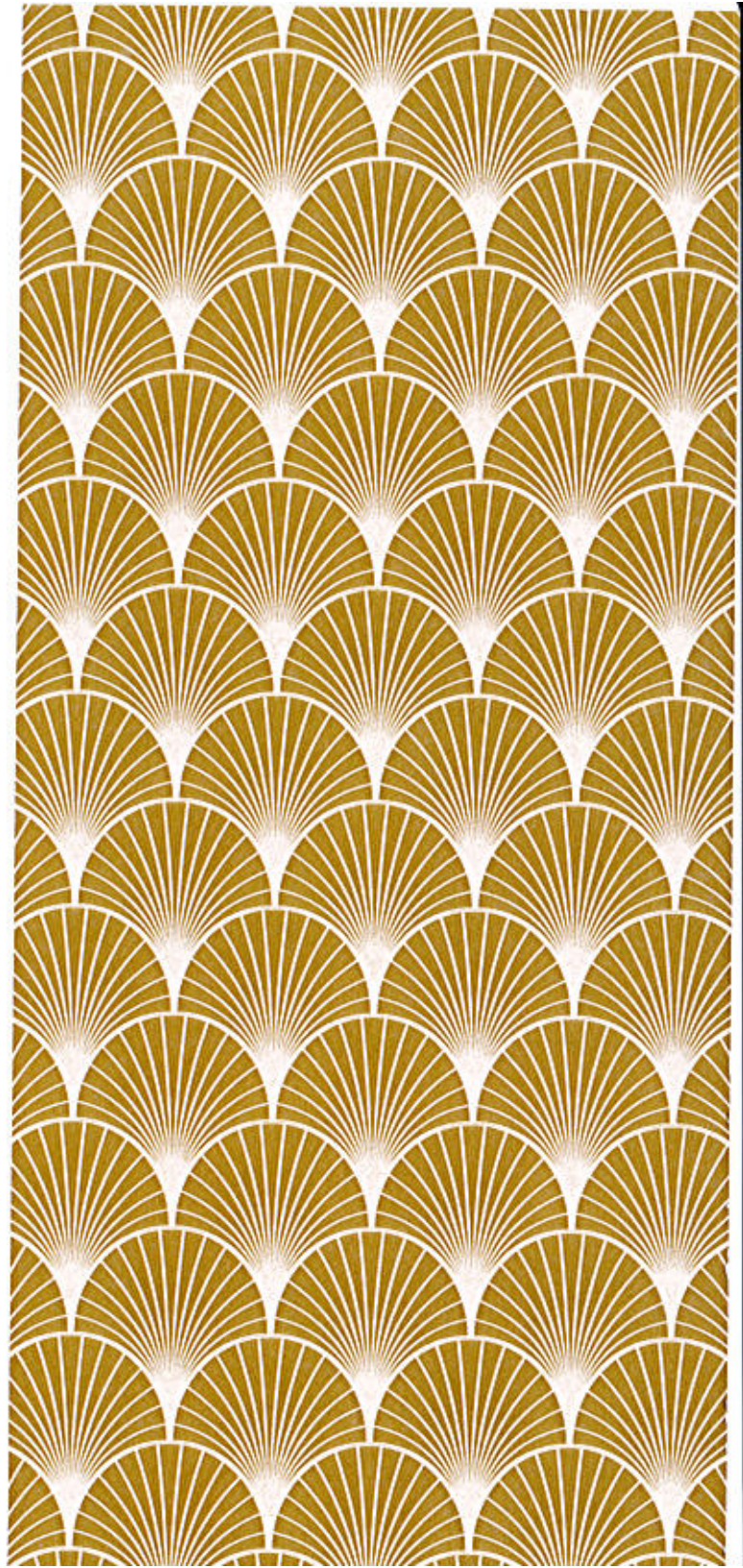
Please join us in
celebrating a century of growth,
success and community support.



At the Port Cruise Terminal
One East 11th Street
Riviera Beach, FL 33404

Saturday, October 10, 2015
6pm Cocktails
7pm - 10pm Dinner & Dancing

A Gatsby Black Tie Event





THANK YOU
FOR JOINING US

