

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6198

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 2016 Tampa Steel Conference
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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.

Summary

Port Tampa Bay (PTB) is submitting for your consideration the 27th Annual Tampa Steel Conference for the 2016 Communications Awards Special Events category. For 27 years, Port Tampa Bay has hosted the Tampa Steel Conference—which has become a preeminent forum within the steel industry. The main intent of the conference is to assemble the best minds in the steel industry, along with economists and impressive keynote speakers, to educate our audience on the many facets of steel trade, global economic trends and leadership. Port Tampa Bay partners with its steel terminal operator Ports America to deliver a conference that is timely, relevant and full of pertinent and useful information. Why does the port authority do this? As a major port for breakbulk and construction-related materials, Port Tampa Bay develops this annual conference to underscore the critical role of steel related to jobs, business development and economic value created in the region. The 2016 Tampa Steel Conference took place February 16–18, 2016.

Questions

1. What were the entry's specific communication challenges or opportunities?

The Tampa Steel Conference was begun as Steel Customer Appreciation Night, and after only a couple of years, developed into a full, yet succinct conference, with a golf outing, tennis tournament, and a pre-conference networking event. The conference grew organically from humble beginnings as conference organizers saw the value that attendees placed on networking and learning about the state of the steel industry in North America and related global markets.

Since the conference has been around for 27 years, there is a large number of returning attendees, which is a great opportunity to continue strengthening relationships. Hosting a yearly steel conference is also an excellent opportunity to show the steel and maritime communities at large that PTB continues to support the steel industry. On the other hand, the challenge posed is how to keep the conference fresh for returnees so they continue to find value and further, how to grow the audience from beyond the stalwarts who come every year. Adding to the challenge equation is the economic downturn of 2008-2009, which caused a decrease in Steel Conference attendees. The audience numbers have ticked up in recent years, but have yet to regain pre-2008 levels. At the same time, more and more steel conferences are popping up in North America, and there is more competition for a finite pool of potential attendees.

2. How does the communication used in this entry complement the organization's overall mission?

Port Tampa Bay is the largest port in Florida by cargo tonnage and size, and the port moves the most steel of all of Florida's seaports. It is the goal of the Tampa Steel Conference to highlight the importance of steel to the economy and to Port Tampa Bay. The port desires to be a gateway for steel moving not only to the Florida market, but also to the larger Southeastern U.S. market. The port seeks also to be a hub of global steel market information for the U.S. steel sector. By creating the Tampa Steel Conference and its precursor, Steel Appreciation Night, we have showcased the best of Tampa Bay and provided the steel industry with timely education and the cultivation of meaningful business relationships through comradery and networking. There is value in the Tampa Steel Conference for everyone, on all participatory levels.

3. What were the communications planning and programming components used for this entry?

Each year, the conference attracts big names in steel, such as Nucor, Gerdau, Sunbelt, Ferrostaal, Arcelor International and regional firms including Titan Metals, Tampa Tank/Florida Structural Steel and Tampa Bay Steel. To continue to attract the steel industry, both as attendees and speakers, it is important to keep the goals of the Steel Conference in the forefront when planning.

Goals

- **Showcase Excellent Speakers & Robust Panel Discussions**

2016 Speakers & Panelists included: **David Phelps**, (Moderator) - Retired President of American Institute for International Steel, **Joe Innace**, Editorial Director/Metals – Platts, **Daniel Person**, Senior Fellow Cato Institute & former Chairman of the U.S. International Trade Commission, **Phillip Bell**, President - Steel Manufacturer's Association, **Donald Cameron**, Partner – Morris, Manning and Martin, **Roger Schagrin** – Schagrin Associates, **Dr. Donald McNeeley**, President and CEO, Chicago Tube and Iron Company & Professor at Northwestern University, **Jo Isenberg-O'Loughlin**, Executive Editor – American Metal Market, **Philipp Englin**, CEO – World Steel Dynamics, **Tadaaki Yamaguchi**, President – JFE Steel Americas; Keynote Speaker – **The Honorable Andrew Card**, Former Secretary of Transportation and White House Chief of Staff

- **Provide Multiple Networking Opportunities**

Tuesday, February 16 – Early Bird Reception

Wednesday, February 17 – Golf Tournament, Tennis Tournament, Port Tampa Bay Harbor Tour aboard the Bay Spirit II, Evening Networking Reception

Thursday, February 18 – Conference with planned networking breaks

- **Attract Multiple Sponsors**

Sponsor included:

Host – Port Tampa Bay

Title – Ports America

Stainless Steel – A.R. Savage & Son, Fleetwood Port Logistics, Fleetwood Port Services, Fleetwood Transportation Services, Gulf Coast Bulk Equipment, JIT Warehousing & Logistics, Marine Towing of Tampa, Rukert Terminals, Freight Management Logistics

Alloy Steel – A. J. Arango

Carbon Steel – American Victory, Associated Terminals, Concrete Reinforcing Products, Nucor, Port Hendry, Southwestern Suppliers, Tampa Bay Steel, Tampa Tank/Florida Structural Steel, Terminal Shipping Company, Titan Metal Service, Valmont Tampa Galvanizing

Media Sponsors – American Metal Market, Platts

- **Show Appreciation**

From the first page of the program to the first remarks of the conference and at every networking event, the first words are "Thank you." The words are heartfelt in that we want all attendees, whether or not they use Port Tampa Bay, to know that we appreciate that they chose to come to the Tampa Steel Conference. The attendees leave with more education and networking under their belts and a small token, which this year was a set of Cool Cubes, stainless steel ice cubes to keep beverages cold and not watered down. The Cool Cubes were a big hit.

- **Create a Unique Conference**

From the survey sent out after the conference, 86% of respondents say that the Tampa Steel Conference is Fairly to Extremely Unique (Fairly = 50%, Very = 28%, Extremely = 8%). What makes the conference unique is the mix of networking opportunities and conference education within a close-knit feeling atmosphere in sunny Florida by the water.

- **Host a Professional Event**

Port Tampa Bay works hard to keep the conference professional and yet relaxed. It starts from the time that attendees register (via the dedicated website or by form) to being greeted at the name badge table, to making sure that all questions can be answered. The level of professionalism can also be seen in the venue set-up and various artwork: program, signage and website

- **Serve Good Food & Beverages**

It is said that the way to a man's heart is his stomach. The same might be said for Steel Conference attendees, no matter the gender. Port Tampa Bay makes sure that the food and beverage selections available are top rated. We know that we have hit the mark when we receive compliments on the catering, which we often hear.

Objectives

- Minimum of 200 attendees
- Minimum of 12 caliber speakers/presenters
- Minimum of 50 golfers

Measurable Milestones:

Tennis course	To be Selected by	Spring 2015
Golf course	To be Selected by	Spring 2015
Website	To be Updated by	Spring 2015
Shuttle service (<i>Hotel/Cruise Terminal 2</i>)	To be Selected by	Summer 2015
Host Hotel Contract	To be Signed by	Summer 2015
Give-a-way – Cool Cubes	To be Bought by	Fall 2015
Postcard flyers at Breakbulk Conference	To be Handed Out	Fall 2015
Email Invitations	To be Sent – 4 times	Summer to Winter 2015
American Metal Market Magazine – Ad	To be Published In	Winter 2015
AV Company	To be Selected by	Fall 2015
Speakers and Panels	To be Confirmed by	Winter 2015
Catering	To be Selected by	Winter 2015
Postcard Mailing	To be Sent by	January 2016
Sponsors	To be Confirmed by	January 2016
Backdrop & Programs	To be Designed & Printed by	Early February 2016

The primary Steel Conference audience ranges from steel importers, domestic producers, buyers, sellers, and logistic providers to local Tampa steel companies. The secondary audience is a mix of other port authorities and a few invited guests who we think might enjoy the speakers.

4. What actions were taken and what communication outputs were employed in this entry?

The main strategy to hosting a successful Steel Conference it to start the planning early. As described below, the initial meeting took place in June 2015 in part to review the post-2015 Steel Conference notes. Another key to success is the division of labor. Executive and Government Affairs departments took ownership of attracting and confirming speakers; Marketing confirmed the venues for golf and the host hotel, as well as the catering vendor; Branding updated the website and crafted the program and signage; etc. A special note on finding speakers, a strategy used this year and last year was to find a panel moderator outside of PTB and let that person fill his or her own speaker panel. This has been a successful way to find great speakers.

Another important aspect is to invite the attendees early and often via different communication channels: emails, social media, postcards, and a magazine ad. PTB does not set out to make a profit from this conference, but one consideration the committee wrestled with was whether or not to raise the price of the conference from \$195.00 to \$225.00. The committee decided to raise the price, and no one on staff heard a complaint about the increase. Because of the Steel Conference's success, Platts contacted PTB and coordinated for the first time to host a half-day seminar on February 16th titled, Hedging and Price Risk Management for Steel. This was a good strategy on both parts, as Platts could piggyback off of PTB's marketing efforts, and PTB benefitted from a value-added event.

To make sure that PTB met all of the goals and objectives listed above, PTB put together a Steel Conference Standing Committee, which includes personnel from Executive, Marketing, Branding, Government Affairs, and closer to the conference, Operations and Facilities departments, because the Conference was held at PTB Cruise Terminal 2. Unique to the Steel Conference is PTB's partnership with Ports America, our long standing terminal operator and key strategic partner. A representative of Ports America is on the Standing Committee. The Committee also met initially with the Tampa Steel Conference Advisory Committee, which is a group of Tampa Steel Companies and David Phelps, the conference moderator and highly respected steel industry veteran. Both the Advisory Committee and Standing Committee met June 23 and July 1, 2015, to start the process of planning the 2016 Conference. Once we had the input of the Advisory Committee, the Standing Committee got to work.

Tennis course	Selected by	February 2015
Golf course	Selected by	May 2015
Website	Updated by	May 2015 with speaker updates
Shuttle service (<i>Hotel/Cruise Terminal 2</i>)	Selected by	July 2015
Host Hotel Contract	Signed by	July 2015
Give-a-way – Cool Cubes	Bought by	October 2015
Postcard flyers at Breakbulk Conference	Handed Out	October 2015
Email Invitations	Sent by	Aug/Oct/Dec '15 & Feb '16
American Metal Market Magazine – Ad	Published In	Nov/Dec 2015
AV Company	Selected by	Nov 2015
Speakers and Panels	Finalized by	January 2016
Catering	Selected by	January 2016
Postcard Mailing	Sent by	January 1 st 2016
Sponsors	Confirmed by	January 31 st 2016
Backdrop & Programs	Designed & Printed by	February 9 th 2016

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

In this age of scrutinized and sliced travel/conference budgets and consolidated, shrinking work forces within the steel and transportation industries, Tampa Steel Conference attendees continue to choose to come back each year. Approximately, 80% of our attendees are returnees (actual attendees 2016 vs 2015). Further, our sponsors also find value in our conference. The numbers show that in comparing the 2016 list of conference sponsors to the 2014 conference sponsors, 76% of the companies were repeat sponsors.

Here is more feedback via a post-event survey sent

- 73% of survey respondents were repeat attendees
- 92% responded that the conference was good to excellent
(25.49% = Excellent, 41.18% = Very Good, 25.49% = Good)
- 92% responded that they would come again
- 86% responded that the conference was fairly unique to extremely unique
(8% = Extremely Unique, 28% = Very Unique, 50% = Fairly Unique)

From the survey, PTB was able to glean that the number one priority of steel conference attendees is networking, followed by the speakers, and then the topics. Only a quarter of respondents noted that the price was of interest. These results underscore, for the Standing Committee, the need to continue to offer multiple networking opportunities and continue to entice valuable speakers to attend.

The Steel Conference garnered national media attention. The American Journal of Transportation – Breakbulk Quarterly published an entire page of photos covering the Steel Conference in the March 7-20, 2016 issue on page 19. Steel Market Update wrote, “The conference had a good program with a wide variety of speakers.” and further mentions insight gleaned from the author’s time networking.

-- Quotes from conference attendees who attest to the value of the Tampa Steel Conference:

“I love the Tampa Steel Conference and have been attending each year for more than a decade. The folks who organize it always do an outstanding job of bringing excellent panels and speakers together with enough ‘down-time’ and events to be able to meet and network. It’s the perfect mix and a conference which also gives you great value. It’s short, fun, and a good bang for your buck!” -**Barbara Anderson**, President, AMS Specialty Steel

“Port Tampa Bay has carved a unique niche within the U.S. port industry by recognizing the importance of the steel trade to its business and to the U.S. economy by hosting the annual Tampa Steel Conference. I have actively supported the conference for two decades and I can attest to the fact that this event in Tampa each winter is a ‘must attend’ for hundreds of steel leaders from throughout the nation. Moreover, Tampa is the only steel port that holds an annual steel conference in recognition of the importance of steel imports to the U.S. and local economy.” -**David Phelps**, former president, American Institute for International Steel (AIIS)

“Without exaggeration I can say that the Tampa Port Steel conference is a TREMENDOUS value for the money spent. A nice reception the first night, followed by excellent speakers on day 2 makes the conference a highlight of the year for myself. Not to mention, that Tampa in February a bit more comfortable, than being in New Jersey! Keep up the great work.” -**Alvin Faett**, Vice President, Duferco Steel

From the positive reviews and feedback, it is safe to say that attendees view the Steel Conference favorably and will continue to make the time in the future to attend. Port Tampa Bay benefits from the positive coverage of the Steel Conference and we look forward to hosting this successful event for years to come.