

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

**6200**

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                | <input checked="" type="checkbox"/> |
| 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 State of the Port Address  
 Name of Port Port Tampa Bay  
 Port Address 1101 Channelside Drive Tampa, FL 33602  
 Contact Name/Title Andrew Fobes  
 Telephone (813) 905-5132 Email Address afobes@tampaport.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.

### Summary

Port Tampa Bay (PTB) is submitting for your consideration the 2016 State of the Port Address for the 2016 Communications Awards Special Events category. State of the Port is the premier annual luncheon event of Port Tampa Bay, wherein the port's chief constituents and elected officials receive a wrap-up of the previous year's business and fiscal activity and a forecast of the year ahead. The event highlights a full year of activity and underscores a broad spectrum of strategic partnerships covering many areas, including business development, government, international trade, law enforcement and civic involvement.

### Questions

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

The annual State of the Port Address, presented each January, represents the sum total of Port Tampa Bay's strides, opportunities and challenges for a full fiscal year. The event itself has many moving parts and serves as a showcase for the entirety of the state's largest seaport. However, at its core, the event, according to port authority policy, must present to the public some key information that indicates the overall health and functioning of the port in a business sense: financial reporting, and cargo tonnage, and cruise passenger performance. Because the work of any port is reliant upon many factors (i.e. global economy, strategic business decisions/contracts, marketplace dynamics), the very act of presenting this information can be seen as either a challenge or an opportunity. For example, with the economic downturn faced from 2008-2011, presenting such information was clearly more of a challenge, both in terms of day to day business and public perception/understanding. Although the port remained fiscally salient through these difficult years, certain cargo trends were down—some severely—so it became a delicate handling of the information and presenting it to a diverse audience during those years.

However, in recent years, even with the ebb and flow of certain commodities, the port has been very fortunate to be able to present general upticks in cargo performance and—quite notably—the port authority's strongest financials in its 71-year history. With this type of great news, coupled with progress in seeking new and exciting business opportunities, the 2016 State of the Port lived up to its theme of "New Horizons" and provided a vision for the port's future.

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

State of the Port is the crux and sum total of progress as it relates to the port's Strategic Plan and Master Plan, which outlay the goals and objectives of building upon a world-class port and all that goes into generating more maritime commerce and inviting a diverse maritime and manufacturing business mix to become a part of the sprawling port complex. The event script and visual content support these overall goals and objectives in very concrete ways, supplying specific information and visuals that methodically illustrate the past year's business development and happenings within the port community and amongst the port's partners. A component of the port's mission is to provide the facilities and infrastructure necessary to sustain and promote a diverse cargo, cruise and manufacturing business base and to continually build toward greater diversification and economic impact. The port communicated this by reiterating its jobs impact of 80,000 and economic impact of \$15 billion. (Note: those figures are likely higher now, because they are results from a study completed in 2012, and our economy has steadily improved since that time.)

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

The goal of State of the Port is to execute a seamless, visually appealing and informative public event that educates the port community and its constituents as holistically as possible, within a short time frame. In order to make this happen, planning, careful consideration of many factors, and detail are critical.

State of the Port planning involves an "all hands on deck" approach to creating the event and its various components. All departments are engaged in the content and review of the script, so that there is an appropriate and cohesive tone, as this tone is a reflection of the atmosphere in any one particular year of performance and partnerships. Tone is also important in developing the content and focus of the accompanying video, which serves to visually capture the year's highlights and incorporate sound bites from interviewed subjects. With planning in mind, footage for the video is captured at various points during the year, understanding that a proper compendium of this coverage will be assembled for the State of the Port event.

Early on, in about September 2015, the event date and caterer were confirmed, such that the rest of the planning could be executed. Depending upon the focus, we invite key partners, such as Ports America, Mosaic and Amalie Oil (among others) to take part in our event, since the event also serves as a showcase for the many customers and tenants who come to work every day at Port Tampa Bay. The port is essentially a robust, diverse group of businesses who all contribute to the overall success of the port. The State of the Port event is a direct reflection of this reality. *It is important to note that one very positive fact Port Tampa Bay can communicate year after year is the port's strong and diverse business mix and efforts to expand its diversity in perpetuity.*

Also a direct reflection of our large constituency, the event invitation list, which is huge and ever-evolving, is always a key planning component and involves much proofing and many phone calls and modifications. The list itself is a key communications planning and programming tool.

Also thought out in advance is a media plan, primarily the local/regional print and broadcast media, who are invited to cover the event and help to tell the port's story. As the largest economic engine in the Tampa Bay region, it is of great interest to local media, who want to be present, learn of the port's activities and convey this to their publics, complete with facts and interviews by the movers and shakers in the community, as well as elected officials, port authority board and staff who are present. In addition, the port engages in social media to provide images and snippets to share with its followers.

For its fourth year, the event was held at the port's Cruise Terminal 2, which in itself sends a communication to the attendees that the port has beautiful facilities that are multi-purpose and welcoming to the community.

A public event by its nature (open records law), the annual State of the Port's primary audience is the port community, made up of a diverse group of importers, exporters, manufacturers, logistics providers, ship repair professionals and terminal operators. Law enforcement partners on local, state and federal levels are also integral to the port's operations and are considered a primary group. The secondary audience is a mix of economic development agencies, elected officials and many other partners from the business, engineering, regulatory and commercial real estate sectors. Tertiary audience includes those who may work in banking or other management roles and have a peripheral interest in the port and its initiatives.

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

The strategy chosen to convey the port's message was a well-honed theme. The "New Horizons" theme was a figural translation of some of the new forays into cargoes and the new container cranes that were then on the way, but have since been delivered. The port went with a quasi-space theme in its design to engender a sense of adventure, bravery and newness to the event attendees.

The port worked hard to create a magazine to be distributed at the event, reflecting the look and feel of the "New Horizons" theme. The invitation, made in advance of the theme being established, was clean and clear, even if the specific colors nor theme were represented. However, the enormous 80-foot back drop, colored linens and audio-visual components served to communicate the port's vision and enthusiasm for its future business plans.

State of the Port planning started early, which was needed to develop an agenda, begin to imagine a theme, outline the content to be covered, and have the time needed to contact all of the vendors and partners necessary to make the event come together. A committee was formed of PTB employees from the executive, operations, security, public affairs, and branding departments to handle the various requirements. Executive and branding took the lead on topics and script development, as well as creating the video components with an outside professional firm. Marketing and government relations assisted in quality control for the script and its tone. Much planning and follow up, site visits with vendors and full-court involvement by the event committee, operations and security were necessary in execution of the two-hour event.

On event day, staff from various departments maintained registration on site, including table assignments and name tag distribution.

After early planning and working with a host of staff and outside partners for best execution, PTB did the overwhelming share of the work that went into hosting a dynamic State of the Port luncheon. Credit, of course, is given to our partners who helped provide props, such as Ports America, who provided cargo containers and staging expertise. Starting in September 2015, discussions began about event details, and the event date of January 20, and cruise terminal venue were set.

By October, the caterer and catering details were selected, and discussions about theme and invitation were engaged. Developing the invitation list also typically begins around October, as several sets of eyes must review and contribute to it before the invitations can be sent. Careful attention to the invitation list was a critical component, such that by December 21 the invitation was sent out more than 1,000 potential guests, representing the vast pool of port customers and constituents. Planning and discussions were held regularly by port staff, to update everyone as to the script, theme development and other various details. These meetings would then crescendo and parallel with the planning elements responsive to each committee member. By late December, the theme of "New Horizons" was solidified and would be massaged in order to tell the story of the port's vision for the year ahead. Work on the theme colors and overall visual components—printed and electronic—would come to life in the port magazine and in the vibrant backdrops designed in-house (and printed by outside vendor) to carry out the theme. Even the catering company was on board with the color scheme—saturated hues of raspberry, purple, red, fuchsia and orange set against celestial and maritime images.

Two days in advance of the event, the port brought in the services of an outside vendor for pipe and drape as well as full audio-visual screens and motherboard set up inside the cruise terminal. In addition, the port's selected catering company brought in all tables and linens and kitchen set up equipment, to enable a smooth catering and serving experience. Port staff worked diligently to produce highly unique table centerpieces that incorporated several of the port's bulk cargoes into layers inside a glass cylinder. (They were so visually interesting and well received that attendees actually wanted to take them home).

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

Media coverage for the 2016 event was exceptional, as every local television station and paper was represented. Media packets, social media posts and a follow up press release to report on the event were issued by PTB. The State of the Port event has typically met with excellent media coverage, opinion pieces written by editorial boards to convey support and a deep understanding and general grasp of the economic value and job creation that ports provide. Media coverage for the 2016 event was exceptional, as every local television station and paper was represented. Media packets, social media posts and a follow up press release to report on the event were issued by PTB. We are pleased with the response, as it illustrates delivery of port's mission and progress to the community, by way of various media outlets.

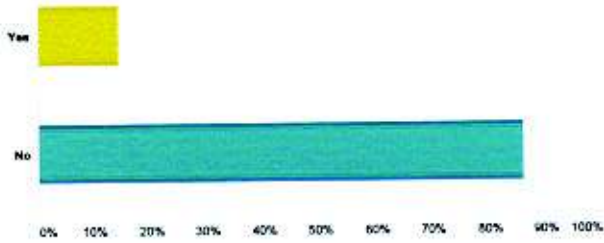
Attendees responded with positive feedback in the interim regarding the event's quality, catering and production value, but in addition, the feedback of our post-event survey shows a positive reaction to the event, its arrangement and dynamic presentation overall.

A post-event survey conducted by Port Tampa Bay shows attendee impressions of not only the event, but also of the port's impact on the economy and its relevance to their own lives and professions. From the survey's cross section, it is clear that the event is favored, as well as the overall impression of Port Tampa Bay as an economic engine that has both relevance and impact. Because we offered an open-ended response to impressions of the event within our questionnaire, we thus have gained important information as to how to strengthen and tweak the event to appeal even more to the general audience. A graphic representation of the survey results is shown on the following page.

## 2016 State of the Port Survey Question Results

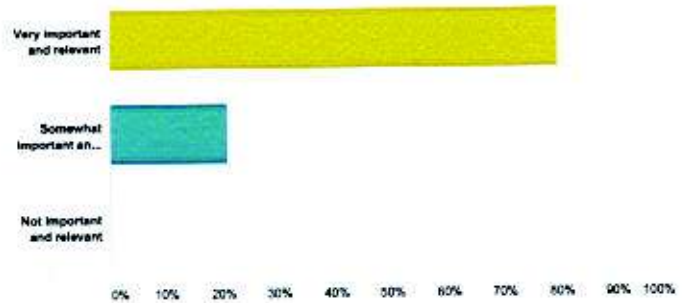
**Q1 Was this your first time attending the annual State of the Port luncheon event?**

Answered: 25 Skipped: 1



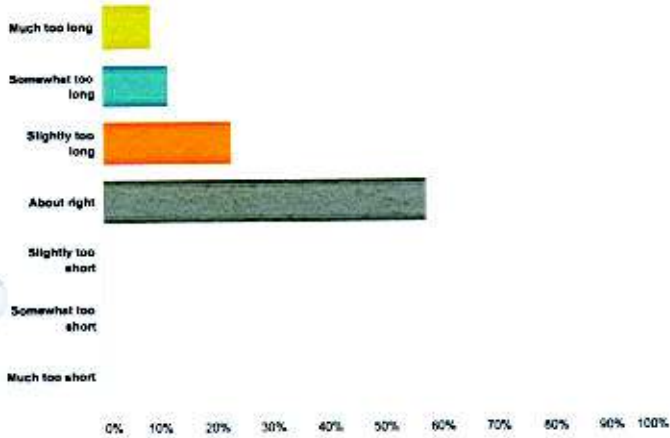
**Q2 Would you rate the event as important and relevant to Tampa's business community?**

Answered: 34 Skipped: 2



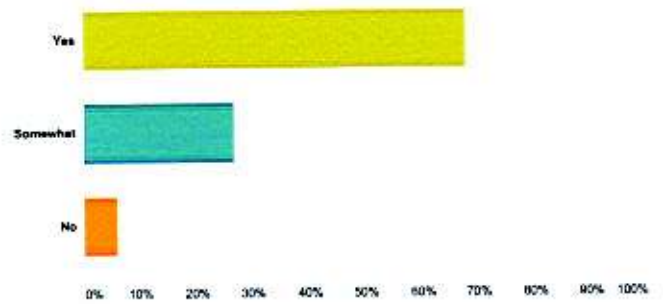
**Q3 Was the event length too long, too short, or about right?**

Answered: 25 Skipped: 1



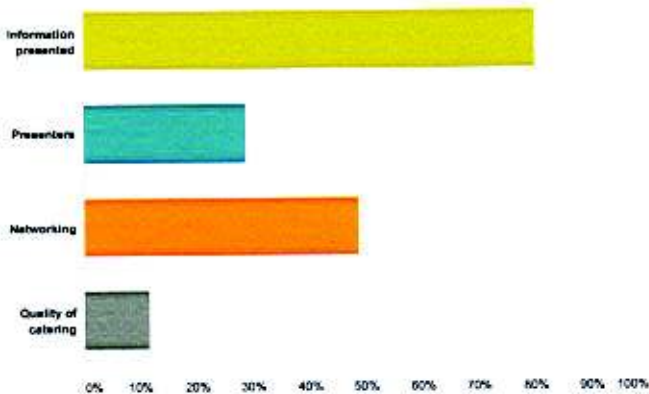
**Q4 Do you feel that you learned information about the port that is relevant to you or your business?**

Answered: 34 Skipped: 2



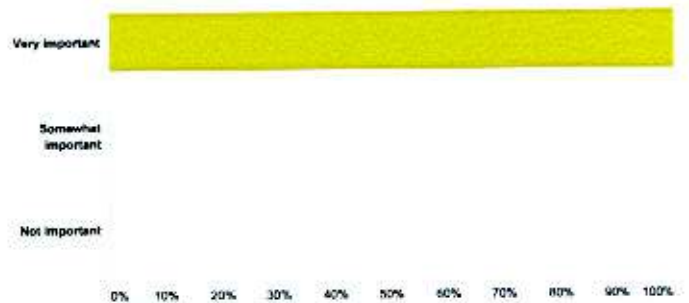
**Q5 What aspects of State of the Port do you consider the most beneficial:**

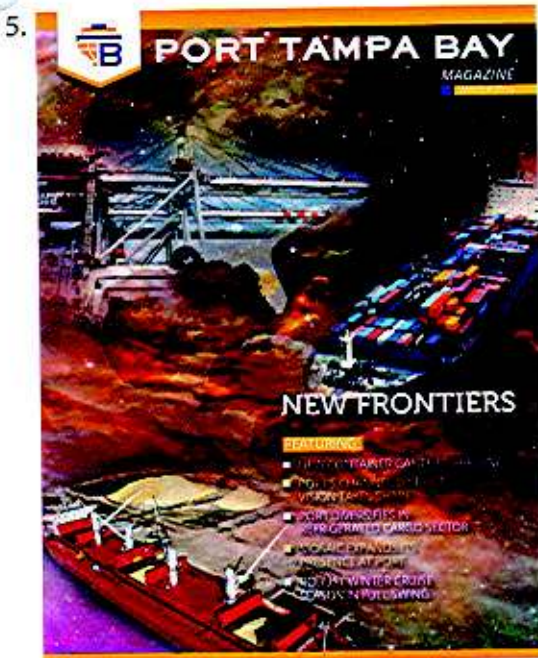
Answered: 35 Skipped: 1



**Q7 Do you believe the port plays an important role in economic development?**

Answered: 35 Skipped: 1





1. A very creative centerpiece was placed at each table to represent a taste of the potpourri of cargoes handled at Port Tampa Bay, including cooper, prilled sulfur and citrus pellets.

2. Paul Anderson and Hillsborough County Commission Chairwoman Sandy Murman present Panama Canal Deputy Administrator Manuel Benitez with a proclamation from the county, in honor of the Panama Canal and its administrator.

3. Panel discussion participants: Panama Canal Deputy Administrator Manuel Benitez; AAPA President Kurt Nagle; Port Tampa Bay President & CEO Paul Anderson; Carson Chambers, reporter, ABC Action News.

4. Port President & CEO Paul Anderson delivers a strong message of growth and diversification during the 2016 State of the Port address, November 20.

5. Winter 2016 Magazine distributed to attendees featuring artwork created specifically for this event.

State of the Port Opening Video (1:34 length): <https://vimeo.com/162841774>

State of the New Frontiers (1:02 length): <https://vimeo.com/162841281>

State of the Port Logistics Video (:59 length): <https://vimeo.com/162841402>

State of the Port Closing Video (:55 length): <https://vimeo.com/162841611>