

INDIVIDUAL SUBMISSION ENTRY FORM

6199

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 Bay Safety & Risk Mitigation Summit

Name of Port Port Tampa Bay

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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 2016 Tampa Bay Safety & Risk Mitigation Summit (Summit) for the 2016 Communications Awards Special Events category. The Summit is a free, one-day conference covering an array of safety and risk mitigation topics such as prevention, response, communication, risk management, cyber security and regulations. The Summit educates the community, both port and non-port, and underscores the deep, trusted partnerships throughout the port and the community at large.

Questions

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

The Summit was created three years ago because PTB recognized that the port had knowledge to share both internally and externally. With increased threats all around and a complicated mix of cargo and cruise operations, it behooves ports and related entities to work together for the benefit of all. If we have information on how to better protect, prevent and save, PTB will share that knowledge and foster discussions on important topics. We view ourselves as leaders in the maritime security and safety arena. Therefore, we have a responsibility to educate ourselves and provide a forum for others to benefit.

PTB did face communication challenges and opportunities during the ramp up to the conference. Specifically, PTB realized that the topics and speakers highlighted at the 2014 and 2015 summit agendas would also be beneficial for other, non-port specific companies to observe. Therefore, to widen our audience in 2016, PTB dropped the word 'Port' from the title of the event, and it then came to be known as the Tampa Bay Safety & Risk Mitigation Summit (henceforth referred to as the "Summit"). Dropping the word 'Port' opened opportunities for sponsorship as well, and for the first time, we welcomed the Tampa International Airport as a presenting cosponsor and presenter. Creating the image of a 'Tampa Bay' Summit will continue to broaden our audience and strengthen our message over the coming years. We already saw an uptick in our Summit attendance (182 attendees in 2016, up from 165 in 2014, a 9% increase).

As with the previous years, PTB used connectivity to create awareness of the Summit. PTB is a part of numerous port, city, county, and business groups. Through these various networks, PTB sent invitations to attend. The opportunity to use group networks showcases PTB's leadership and dialogue within the community.

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

The message of the Summit ties directly into PTB's mission to be a leader in the maritime industry and the surrounding region. The Summit exemplifies our commitment to prioritizing safety and security. In order to understand Port Tampa Bay's (PTB) ongoing commitment to safety and security, one must first understand the port's complicated and unique dynamics. The state's largest seaport encompasses approximately 5,000 acres, with several access points, and annually handles millions of tons of a wide variety of cargoes, including hazardous liquid chemicals, dry bulk and containerized cargo, a mix of general and project cargoes, cruise passengers, and also serves as a robust ship building and repair hub.

The port complex sits adjacent to the downtown core, with a dense business and residential population, requiring the port authority and its many partners to take safety very seriously. The port has a foundation of innovation and leadership across the broad spectrum of safety and security, by way of several key strategies, programs and active committees.

PTB was the first port in the U.S. to be designated by NOAA as "StormReady" and as a "WeatherReady Ambassador" –effectively designating the port as a template to set the example for other ports nationwide and promote the program. PTB is the only port that has trained storm re-entry strike teams and pre-stationed emergency recovery equipment trailers, and annual training for management staff is mandatory. All operational staff hold FEMA ICS certification, and port staff are largely CPR certified.

PTB was the first port in the U.S. to create an organization of terminal operators, law enforcement and port users that meets regularly to discuss safety issues and provides CPR, hazmat, and crisis leadership training. The Tampa Cooperative Safety and Security Initiative (TCSSI) has more than 50 member companies and agencies has been identified as a model to follow for peer ports and agencies.

PTB heartily supports the Anhydrous Ammonia Committee, Tampa Spill Committee, Port Heavy Weather Advisory Group, and Tampa Bay Harbor Safety and Security Committee. Each group meets regularly to strengthen relationships, critical procedures, and security awareness in all the various fields and industries represented. Moreover, the port recently hosted a well-attended and innovative "active shooter" seminar.

Port Tampa Bay realizes that it is better to be proactive instead of reactive. The Summit gives PTB the opportunity to showcase field experts in the safety and security arena so that all attendees benefit from quality content and fostering new and lasting relationships.

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

The goals PTB has for the Summit all join together in the end with a coordinated theme. On one hand, the purpose of the Summit is to bring together a broad audience that desires to learn about best practices and grass roots tactics regarding safety, security, and risk management. On the other, a parallel goal is to maximize the relevance and freshness of the event by bringing in the best available experts and presenters to address current topics. This methodology ties into the last goal, which is to cement the notion that PTB is a leader and a go-to source and proven leader in the realm of safety, security, and risk mitigation.

PTB utilized both social media and the print and broadcast media to extend the message that the Summit is important for the community and would feature some interesting and important presenters and field experts. Branding and public relations staff created info graphics highlighting the presenters, as well as issued media advisories and a press release. With a strong branding sense, PTB staff have created a bold logo for the event that incorporates the port's gold and navy blue colors. Moreover, the event has its own web presence, whereby users can register and see or print the full agenda.

Listing of Specific, Tangible Summit Goals

Find the best speakers possible – check

The Honorable R. Gil Kerlikowske, Commissioner, U.S. Customs & Border Protection
Daniella Alvarez, Chief Information Security Officer, Florida Agency for State Technology
Ron Brooks, Former Director, Northern California Regional Intelligence Center
Don Carter – SMS Senior Business Safety & Security Southwest Airlines
Bryan Koon – Executive Director, Florida Division of Emergency Management
Paul Haining, Chief Environmental Health & Safety Officer, Skanska
Rob Robbins, Regional Director Belfor
Vitor De Souza, VP, Global Communications, Fire Eye Inc.
Greg Moore, Security Director, The Mall at Millennia
Alison Levine – Team Captain of the First American Women's Everest Expedition

Drop the word 'port' from the title of the event – check

Redesign the Summit logo with a coordinating color scheme for the invitation, website, event pull-up banners, event stage, backdrop, and side panels. – check

Easy to use website registration enabled two months before the event - check

Reaching our goals meant that we attracted the audience that we were seeking. The Summit's primary audience is the port community and, specifically, those who are responsible for safety, security, and risk mitigation, within the port, city or county, as well as within PTB's state and federal partners such as the U.S. Coast Guard and the U.S. Department of Homeland Security. The secondary audience would be those in positions of authority at their companies within the city or county and of companies who focus on safety, security, and risk as their core competencies, such as the Tampa International Airport. Tertiary audience includes those who may work in management and have a peripheral interest in safety and security initiatives. Of note, PTB was proud to host young men and women in the Explorers program of U.S. Customs and Border Protection. Their table host was none other than the Honorable R. Gil Kerlikowske, CBP commissioner.

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

To draw a large audience and to grow our message, it was imperative to attract big name speakers. PTB used its connectivity in the marketplace to find the best and most knowledgeable speakers available, such as the commissioner of the U.S. Customs & Border Protection, the chief information security officer for the State of Florida, the senior business safety and security for Southwest Airlines, and more. The keynote speaker was Alison Levine, team captain of the First American Women's Everest Expedition. From the feedback (find survey), it's clear that our audience found value in the speakers and the Summit.

PTB also believes that a well-received event is one that has also appealed to the eye. Therefore, PTB re-designed the Summit logo, dropping the word 'Port' as well as adding the year as a design element. The logo and colors tied seamlessly with the event decorations from the backdrop on the stage, lectern sign, pull-up banners, wall hangings, pipe & drape, and even the napkins used. The event looked professional and smart.

Summit planning started early, which was needed to develop an agenda, outline the topics to be covered, and in order to have the time in which to contact all of the desired speakers. A Summit committee was formed of PTB employees from the executive, operations, security, marketing, and branding departments. Executive, operations, and security took the lead on topics, panels and speakers. Marketing took the lead on contacting the vendors for event set-up and catering, registration and name badges. Branding worked on logo, website, and promotional design and info graphics. Executive took on the task of recruiting sponsors, providing a critical foundation for the event's execution and success.

PTB is proud to say that PTB did the lion share of the work to host the Summit. Credit, of course, is given to those contacts in our network who were able to help PTB attract speakers. Summit planning started about nine months prior to the event of February 19, 2016. The first meeting was to talk about best practices and to review what was learned from the past two Summit events, as well as to set the location and date of the event. As meetings progressed, each department reported back on their activities. By December 2015 and January 2016, PTB was in a good position, with most of the panels and keynote speaker positions filled. By early December 2015, the catering and audio-visual companies had been selected. By early 2016, PTB was in a strong position to host a seamless Summit.

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

The Summit was an apparent success, from comments received from attendees after the event closed and signaled by the fact that many attendees lingered to network and talk about what they had heard and to ask questions spurred by the panel discussions and keynote speakers. To dial in on concrete feedback, PTB sent out a survey and asked for feedback directly from attendees. Here is what they thought of the Summit in their own words.

"The Tampa Bay Safety Summit is an excellent opportunity for those stakeholders engaged in ensuring the safe operations of the port to come together to discuss innovations, best-practices, and future challenges. The event has allowed Port Tampa Bay and the State of Florida to make significant forward progress on our mutual priorities, and I look forward to growing the relationship and the Summit in the years ahead." – *Bryan Koon, Executive Director, Florida Division of Emergency Management*

"As the recently appointed U.S. Customs & Border Protection Port Director for the Area Port of Tampa, I had the opportunity to attend my first Tampa Bay Safety & Risk Mitigation Summit, which I found to be extremely well-coordinated and highly educational in nature. The event provided me with an opportunity to observe the dynamics of the local port community and to meet and interact with numerous Port Tampa Bay officials and port partners. Overall, it was a great first impression on the business relationships in the region. Congratulations to Port Tampa Bay for conducting a top notch event!" – *Radames A. Torres, Port Director, U.S. Customs & Border Protection, Tampa, FL*

Survey Feedback

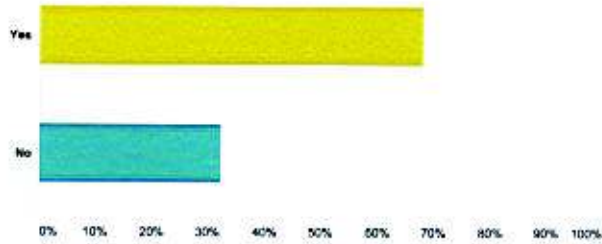
- 100% responded that the Summit was Very good or Excellent
(Very good = 42.86%; Excellent = 57.14%)
- 100% responded that they would come again
- 71% responded that they would recommend the Summit to a friend/colleague
- Quotes – Anonymous
 - "Please continue to facilitate these types of conferences. Everyone that attended walked away with something positive."
 - "The Summit gets better every year. The topics are timely, beneficial and the speakers have been simply superb."
 - "I think the Summit displays the commitment that Port Tampa Bay has for safety."
 - "Topics were very good, interesting and valuable to me. Very good speakers, and board members, great job organizing the event, very well planned and thought out! Kudos to the Team!!"

The Summit helped to underscore and prioritize safety, security, and risk mitigation in the minds of attendees. There were many take-away lessons and tips from the Summit that will resonate with attendees as they go about daily work and life. For example, when an attendee goes to use his or her credit card, he or she will think about the panel "**Cyberattacked!**" When an attendee is sitting in a meeting at his or her home office and the subject of risk mitigation comes up, he or she will be able to offer insight gained from the panel on "**Economic Benefits of Risk Mitigation.**" An attendee will go back to his or her department or agency, inspired about interoperability best practices after hearing the panel on "**Communication and Interoperability.**" As a benefit to PTB, attendees will also have a good impression of Port Tampa Bay, our willingness to take the lead on safety issues, and will think highly of our desire to provide a forum for the benefit of all. All indications are that the Summit is well valued and that the audience will plan to be engaged in future events.

2016 Tampa Bay Safety & Risk Mitigation Summit

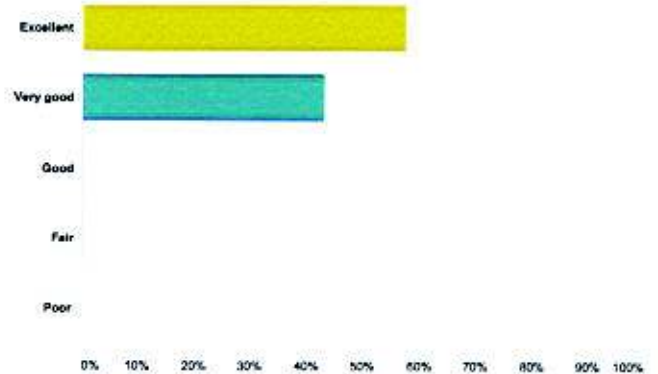
Q1 Was this your first time attending the Tampa Bay Safety & Risk Mitigation Summit?

Answered: 28 Skipped: 0



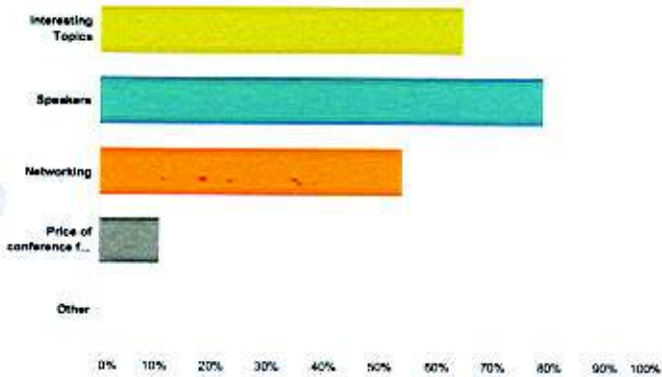
Q2 Overall, how would you rate the Summit?

Answered: 28 Skipped: 0



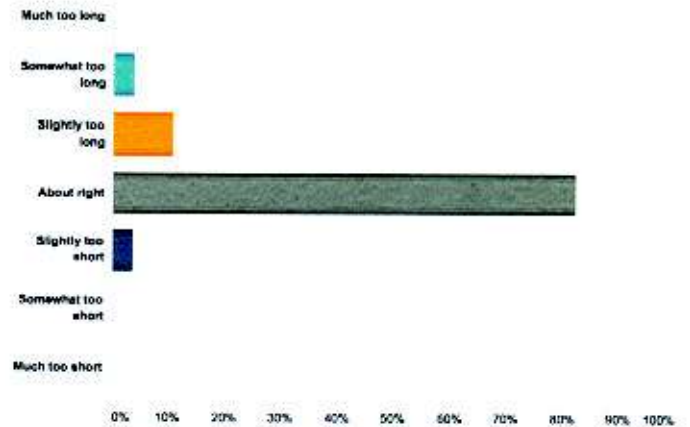
Q3 What aspects of the Summit do you consider the most beneficial:

Answered: 28 Skipped: 0



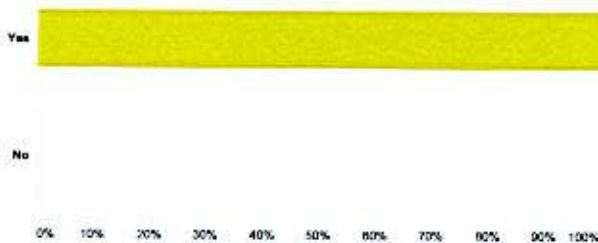
Q4 Was the Summit length too long, too short, or about right?

Answered: 28 Skipped: 0



Q5 Will you come again?

Answered: 26 Skipped: 2





1. Capt. Gregory Case, captain of the port, USCG-Sector St. Petersburg, delivers opening remarks to attendees of the Tampa Bay Safety & Risk Mitigation Summit, Feb. 19, at Cruise Terminal 2.

2. Paul Anderson, port president and CEO, stands with the Honorable R. Gil Kerlikowske, commissioner, U.S. Customs & Border Protection, after an engaging presentation.

3. Joe Lopano, CEO, Tampa International Airport, asks questions regarding security operations during a panel discussion.

4. The Honorable R. Gil Kerlikowske, commissioner, U.S. Customs & Border Protection, addresses attendees of the Tampa Bay Safety & Risk Mitigation Summit.