

Summary

The Georgia Ports Authority’s CY2017 Ports Guide and Directory provides helpful information for port users, covering the capabilities at each GPA terminal, contacts for GPA and other maritime professionals, and articles detailing the Authority’s major infrastructure initiatives.

1. What are the specific communications challenges or opportunities?

The primary challenge for this publication is to provide not only a resource for existing port users, but an informative sales tool for our Trade Development team, who need to convey to new customers the scope and efficiency of our operations.

Another consideration is the need to conduct a thorough review of the contact listings each year, to ensure any changes in titles or personnel are reflected in the final product. Internally, that requires the cooperation of each department as administrative staff review the listings and provide updates that the GPA

communications team then tabulate and share with contracted designers.

In the 10 years prior to the publication, the Port of Savannah achieved a combined annual growth rate of 7 percent – more than twice the rate of any other major U.S. port. In the year 2016 alone, the Port of Savannah handled 3.64 million twenty-foot equivalent container units. Savannah’s

Garden City Terminal is the fourth busiest container port in the nation.

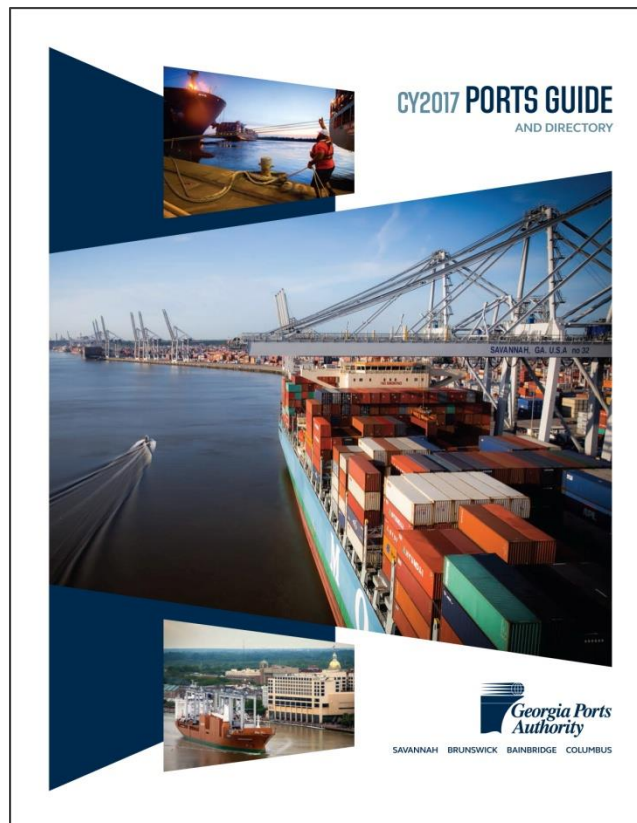
Meanwhile, the Port of Brunswick handled more than 600,000 units of cars, trucks and tractors in 2016, making it one of the busiest Ro/Ro ports in the nation.

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

The central mission of the Georgia Ports

Authority is to support economic development for the state of Georgia. Doing so requires not only logistical infrastructure, but also a credible message to share with cargo owners who have many choices in supply chain routes.

As it is intended to help lure more business to Georgia’s ports, the Ports Guide provides direct support to the over-arching goal of economic growth.



Specific articles in the publication cover topics such as:

- Savannah’s growing crane fleet, showing our expanding ability to take on more business.
- A major expansion of our on-terminal rail infrastructure, which in turn will allow GPA to reach further into the Midwest to serve more customers.
- GPA’s breakbulk expertise, to remind potential customers that we can handle more than just container traffic.
- The benefits of the Savannah area’s Foreign Trade Zone, which supports job growth within the manufacturing, warehouse and distribution sectors.
- A basic how-to guide for new customers getting started in the import/export trade.

Sections listing the specifications of each terminal in Savannah and Brunswick include aerial photos, to help new customers visualize the services they will receive from GPA.



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

Goal: To take a phone and specs list and make it far more useful, readable, and

attractive than a standard directory. We use this directory as a vehicle to communicate our larger mission as a company, which is to grow business in Georgia and cargo movement through Georgia’s Ports efficiently.

Objective: To share the importance of Georgia’s deepwater ports to Georgia’s economy as a whole, while sharing our commercial advantages with industry professionals, as well as to encourage support of the Savannah Harbor Expansion Project.

Target Audiences:

- Local and regional community members and government leaders
- Port customers
- Maritime logistics participants

To make the guide visually attractive we hired professional photographers, and used high quality pictures and diagrams throughout. We worked to carry a clean, fresh design through this updated print product. Designed in tandem with our Annual Report, the two publications appear as companion pieces with consistent branding throughout.

The 98-page GPA Ports Guide and Directory CY2017 offers a balanced mix of feature articles touting the competitive strengths of our ports, with quick-hit stats and facts for current port users, a beginner's guide for new importers/exporters, and terminal specifications. The guide also features a GPA phone and email directory, as well as listings for maritime commercial services operators in Georgia.

Sections:

- A photo spread on GPA Board members and the executive team
- Descriptive feature articles on GPA infrastructure improvements and maritime services
- Port User's Guide
- Key data in GPA's trade
- Detailed terminal specifications

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

The GPA Ports Guide and Directory CY 2017 is issued as a print publication. However it is also available online. The Journal of Commerce was the publisher and sold ad space. GPA provided creative direction, project management, research and writing. A graphic design firm produced the layout. New and archive photos were used.

GPA's Corporate Communications team arranged for the directory's release to occur in time for the Georgia Foreign Trade Conference, a conference hosted by GPA which brings multiple regional and national groups in the maritime and logistics industry together for two days in early February.

Preparation starts in September. Staff determines which strengths and successes are most important to highlight in articles. Once a direction is determined for the overall message, stories are written and GPA Trade Development office is tapped for specific statistics.

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

The demand for access to the port, including requests for tours and presentations as well as our involvement in local and state events, have increased from commercial and community individuals throughout the state.

Thousands of conference participants obtain copies of the directory at events such as the Georgia Logistics Summit in Atlanta, the Retail Industry Leaders Association (RILA) conference, Ports & Flags events in Tennessee and Georgia, as well as the Georgia Foreign Trade Conference. We also mail out directories to those who request printed copies after seeing the online version.





CY2017 Ports Guide and Directory

AAPA Communications Awards Program

Port Guide and Directory users were polled about how they use the publication. Below is one response from Bill Jakubsen, GPA's global manager of ro/ro, bulk and general cargo.

"The GPA Ports Guide & Directory is very important to our sales process. We include it in every packet of information given to customers and prospects.

It is useful to customers and prospects as a quick reference to review information about the terminal they are interested in. In addition to the useful text, they reference the pictures of each Terminal when they contact us to discuss their projects.

The on line Guide & Directory is also very useful when customers and prospects are traveling and need to check on terminal specifics."