

AAPA Communications Awards Submission

Category: Directories

Summary of Entry: A sortable table on the port's website that enables port users to find available warehouse space quickly and easily.

1. What are/were the entry's specific communications challenges or opportunities?

As the port continues its growth, more and more port users are looking to find space for their cargo. We wanted to create a resource that enabled users to quickly and easily find a solution that would meet their needs.

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

The Port of Virginia's mission is as follows:

Guided by our company values, The Port of Virginia will achieve our shared vision of operational excellence, fiscal responsibility, and sustainable growth. Above all, we will remain responsible members of the communities we serve, a valuable resource to our customers, an excellent place to work, and an economic engine for the region.

This table acts as a valuable resource to our customers.

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

Our Economic Development team manages this page. They regularly reach out to their contacts in this space to ensure the accuracy of the information.

The goal of this piece was to provide a quick and easy resource for port users that would allow them to find the information they needed on their own – reducing the need to wait on economic development colleagues to return a call or email.

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

We worked with our website developer to create an editable table that colleagues from Marketing and Communications and Economic Development can easily update.

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

Since July 1, 2016, the warehouse guide has had 1,449 unique visitors, with approximately 500 of those users returning to use the guide more than once. Users are averaging 1:53 on the guide, which we believe means they're finding what they need quickly.

To view the Warehouse Guide online, please click here: <http://bit.ly/WarehouseGuide>