



**VIRGINIA PORT AUTHORITY**  
600 WORLD TRADE CENTER, NORFOLK, VA 23510  
(757) 683-8000

## **AAPA Communications Awards Submission**

### **Category: Videos**

**Summary of Entry:** A selection of customer testimonials entitled “Momentum Builders” used in The Port of Virginia’s “State of the Port” address to help audiences understand how The Port of Virginia helps businesses grow.

### **I. What are/were the entry’s specific communications challenges or opportunities?**

We use our annual State of the Port (SOTP) presentations as an opportunity to provide an update on the port’s progress, our current plans, issues and opportunities we face, and our plans for growth in the short and long terms. Lastly, we use the SOTP as an opportunity to remind people of the port’s role as an economic engine. In fact, we dedicate a section of the presentation to that issue. This year, we created an opportunity for our customers to help us tell that story via short segments (approximately 60 - 90 seconds) that helped the attendees of the SOTP sessions in Hampton Roads, Richmond and Front Royal better understand the port’s role in our economy by helping facilitate your business’s growth.

We also wanted to repurpose the videos (after the SOTP events) as tools for our Sales, Economic Development, and Government Affairs teams.

**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.*

Our "Momentum Builders" videos help demonstrate that the port is a valuable resource to our customers – enabling them to grow their businesses and share their goods with the world.

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

The intended audiences for the videos during the SOTP addresses were:

- i. Business leaders
- ii. Elected officials
- iii. Maritime industry

After each SOTP, we posted the videos from that particular presentation on our facebook and twitter pages. We later posted them to our YouTube and LinkedIn pages. We will now place those videos on our website (to replace the testimonials currently on our site from three years ago). Additionally, our external-facing departments (Sales, Government Affairs and Economic Development) can now use the videos as tools to aid in their efforts.

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

Our Sales team worked closely with our Marketing and Communications team to identify port customers that are based in the Hampton Roads, Richmond and Front Royal, Virginia markets (the three markets in which the port operates terminals as well as the markets in which the SOTP addresses were given).

Customers were identified in March. We attempted to find customers that ranged in type (e.g. agriculture, 3PL, customer benefitting from FTZ, etc.) Seven customers agreed (two in Hampton Roads, three in Richmond, and two in Front Royal).

Videos were shot on location with each customer, and each was asked during their interviews to answer the following questions:

1. What is your name, title and company?
2. How long have you had a relationship of The Port of Virginia?
3. Why do you choose to use The Port of Virginia?
4. How does working with The Port of Virginia help your business grow?
5. How will the improvements being made across the port (e.g. the capacity-building projects at NIT & VIG, the new North Gate complex at NIT, the efforts to deepen the channels to 55', etc.) factor into your business's long-term plans for growth?
6. What has been your experience working with the colleagues at The Port of Virginia?

7. Tell us a story that embodies your experience working with the port.

Videos were shot during the first two weeks of April and edited during the third week. The videos were debuted at the SOTP addresses on 4/24, 4/25 and 4/26.

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

In addition to the approximately 550 attendees of the three SOTP addresses, we have over 400 views of the videos as of 4/30/17.

The videos are located can be found here:

Continental Terminals: <http://bit.ly/POVContinental>

STIHL: <http://bit.ly/POVSTIHL>

Scoular: <http://bit.ly/POVScoular>

Riverside: <http://bit.ly/POVRiverside>

Universal Leaf: <http://bit.ly/POVUniversalLeaf>

Interchange Group: <http://bit.ly/POVInterchange>

Valley Proteins: <http://bit.ly/POVAlleyProteins>