**AAPA Communications Awards Submission**

**Category: Videos**

**Summary of Entry:** A short video to excite and inspire viewers just before our CEO took the stage to present our annual State of the Port address in Norfolk, VA, Richmond, VA, and Front Royal, VA.

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

The Port of Virginia is in the middle of a $695 million capacity-building project that will increase our overall annual capacity by 1,000,000 containers – and is doing so while continuing operations at all terminals. As we enter the midway point of our construction, we are experiencing some stress and congestion issues that, while anticipated, are causing concern with our motor carrier and ocean carrier partners primarily. We wanted to create a video that would get event attendees excited about the port and help encourage a more positive mood before our CEO took the stage.

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

The Port of Virginia’s mission includes being an economic engine for the commonwealth.

This video ties together our various stakeholders, reminds people that our values continue to drive us forward successfully, and that we are all invested in ensuring the port is successful.

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

Working with our video production vendor, Keith Lanpher, and included footage from each of our six terminals. We then edited the piece with inspirational music to get viewers excited about the port.

1. **What actions were taken and what communication outputs were employed in this entry?**
   1. **Explain what strategies were developed to achieve success and why these strategies were chosen.**

We had a lot of good news to share this year. However, we are also facing some congestion issues as we’re in the midst of a $700 million infrastructure project. We wanted our audiences feeling excited and energized before our CEO took the stage so that they would be in the right frame of mind before a presentation.

* 1. **Specify the tactics used (i.e., actions used to carry out your strategies).**

We used drone footage, time-lapse photography and heroic music to give the viewer a sense of scale, a sense of speed and a sense of purpose.

* 1. **Detail the entry’s implementation plan by including timeline, staffing and outsourcing used.**

Working with our video production vendor, Keith Lanpher, and included footage from each of our six terminals. We then edited the piece with inspirational music to get viewers excited about the port.

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

The video was seen by over 600 attendees of the three State of the Port events. Audiences applauded and cheered at the end of the video at each event.

To view the video, please visit this link: <http://bit.ly/SOTPOpeningVid>