



CY2018 Ports Guide and Directory

Summary

The Georgia Ports Authority's CY2019 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.

Communications challenges and 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 was 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 Fiscal Year 2018, the year preceding publication of this book, the Port of Savannah moved a record 4.2 million twenty-foot equivalent container units, an increase of 8.4 percent. 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 FY2018, making it one of the busiest Ro/Ro ports in the nation. Savannah and Brunswick's combined fiscal year 2018 performance resulted in total tonnage of 36 million tons of cargo for the year, an 8 percent increase and another all-time high.

This publication gives GPA an opportunity to let all port users know what services are offered and provides correct contacts needed for any area of port-related business. Giving port users a comprehensive guide makes their port transactions smooth and efficient.

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 overarching goal of economic growth.



Specific articles in the publication cover topics such as:

- The opening of the Appalachian Regional Port and its impact on business in Northwest Georgia
- The unmatched ability to expand at the Port of Brunswick
- The role rail expansion plays in Georgia Ports reaching the Midwest
- The advantage connectivity plays in the success of the Port of Savannah

Planning and Programming

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, while sharing our commercial advantages with industry professionals.

Primary Audience: Port users including members of the trucking and logistics community.

Secondary Audiences: Port customers along with other members of the maritime community.

To make the guide visually attractive, we hired professional photographers, and used high quality pictures and diagrams throughout. Georgia Ports Authority rebranded in 2017, and the Ports Guide was designed to complement the company's new guidelines. 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 CY2018 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

Actions and Outputs

The GPA Ports Guide and Directory CY 2019 is issued as a print publication. However, it is also available online. The online edition is updated with new contacts throughout the year, which is beneficial to new companies or those who missed the publication deadline. Port users have the option of downloading the CY2019 Ports Guide and Directory as a PDF. 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 coincide with 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 begins in July, at the start of GPA's new fiscal year. 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 the GPA Trade Development office is tapped for specific statistics.

The total budget book was \$9,768, including: \$5,500 for layout and design, and \$4,268 for media placement in lieu of printing.

Thousands of directories are shared with current and potential clients throughout the year, and mailed to nearly 800 representatives of the Georgia Department of Economic Development and development authorities across the state.



Outcomes

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.

Result: The GPA sales team regularly uses the Port Guide & Directory when meeting with customers to easily show them the benefits of Georgia's ports versus other East Coast and West Coast ports. This easy-to-navigate guide is an essential tool for GPA's sales team, providing answers to customers' frequently asked questions.

Objective: To share the importance of Georgia's deepwater ports to Georgia's economy as a whole, while highlighting our commercial advantages with industry professionals.

Result: The featured profiles in the Port Guide are an outlet to demonstrate GPA's importance to Georgia's economy. GPA's growing ship-to-shore crane fleet, industrial space availability, Colonel's Island expansion and chilled cargo infrastructure are just a few examples of the advantages offered by the Georgia Ports Authority.

The GPA is one of the largest economic drivers for the state's economy, accounting for 11 percent of Georgia's total sales in FY2017, reaching \$106 billion. Georgia ports now account for 9 percent of total state employment, or one out of 11 jobs. Personal income derived from port-supported jobs totaled \$25 billion statewide in FY2017.

Anecdotal audience feedback gathered by GPA sales and government relations staff found that the most common use of the Ports Guide & Directory by port users is as a phone book for service vendors in Savannah and around the state of Georgia, as well as a resource to look up terminal specifications.

Internal audiences also find the publication helpful in dealing with customers.

Stacy Watson, General Manager, Economic & Industrial Development said, "Containing an extensive Port Services Directory composed of port vendors and supporters, the Ports Guide is an invaluable resource for all port users."