



COMMUNICATIONS AWARDS PROGRAM

Port of Cleveland

Infrastructure Week

Miscellaneous





About

The Port of Cleveland is one of the largest ports on the Great Lakes. Over 20,000 jobs and \$3.5 billion in annual economic activity are tied to the roughly 13 million tons of cargo that move through Cleveland Harbor each year. The Port of Cleveland is the only local government agency whose sole mission is to spur job creation and economic vitality in Cuyahoga County.

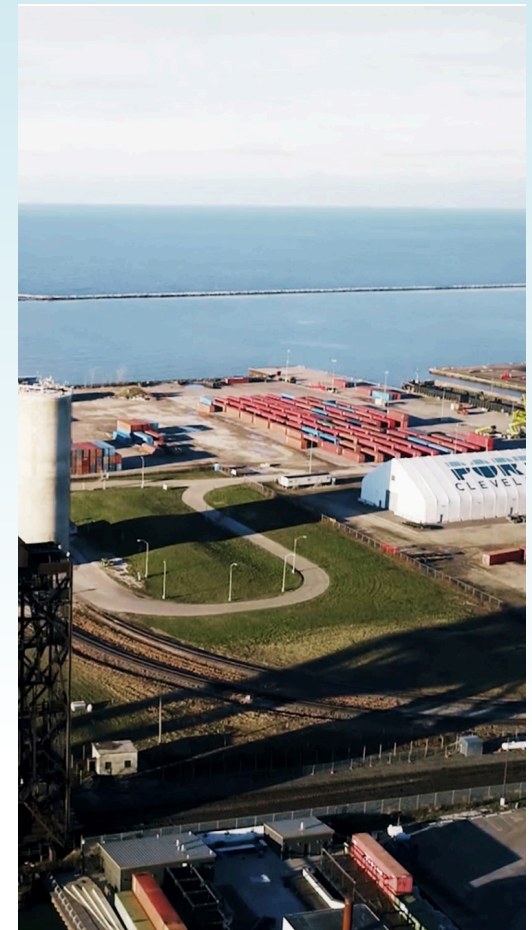
Abstract

Infrastructure Week comprises more than 500 affiliate organizations, companies, and cities hosting over 100 events nationwide, participating in the press and on social media, and leading the fight to rebuild and modernize America's infrastructure.

The Port of Cleveland, in conjunction with the American Association of Port Authorities (AAPA), celebrated Infrastructure Week with industry leaders and local, regional and national policymakers.

This celebration included:

- Tour of the Port of Cleveland's facilities
- Tour of Cleveland Harbor on the Nautica Queen
- Roundtable discussion with leaders
- Public Relations
- Live social media posts





Audience

- Maritime leaders
- Local, regional and national policymakers
- AAPA Members
- General public

SMART Goals

- *Specific* goal to increase brand awareness of Port of Cleveland's infrastructure improvement projects.
- Performance *measured* by media partner's reporting on impressions.
- Results *achieved* by engaging with the media and various stakeholders the importance and value of Port of Cleveland infrastructure and connecting it to the success of the region.
- The message is *relevant* to the audiences because of the timely nature of the nationally recognized Infrastructure Week.
- *Time* is defined as May 20, 2019.





Solution

The following tactics were implemented to engage with the audiences and encourage them to participate in this invite-only event.

- Event Marketing
- Government & Public Affairs
- Trade Association Engagements
- Public Relations
 - Press Release
 - Press Outreach
 - Media Advisory
 - Media Relations Toolkit
- Social Media Content Creation
 - Facebook, Twitter, LinkedIn, Instagram
- Photography





Results

- Media Impressions: 395,000+ (digital + print)
- Organic Social Media Impressions: 20,000
- Organic Social Media Engagements: 500+
- 12 Roundtable Discussion Panelists

Insights

- Round table discussion & tour were well received

- In the future, the media advisory will be sent out earlier to allow members of the media more time for planning & travel.

