

Public Relations Committee
Long Beach Convention and Entertainment Center
300 E Ocean Blvd., Long Beach, CA 90802
Seaside Ballroom B Meeting Room • 9:45am – 11:15am
Monday, Oct. 2, 2017

9:45am

Welcome & self introductions

[Committee folders include committee roster, revised PR Committee mission, key priorities and work groups, and draft agenda for 2018 Public Relations Workshop.]

Briefly discuss changes to PR Committee mission, priorities and work groups

At its June 12 meeting in Portland, OR, the PR Committee revised the committee's priorities and work groups to consolidate the committee's parameters into three distinct areas and reduce redundancy of the subcommittees. Committee leaders also drafted a consolidated mission statement based on the revised priorities that were subsequently approved by AAPA's Executive Committee.

Get speaker suggestions and recommendations for Feb. 28-March 2 PR Workshop in Mobile, AL

Focusing on the needs of port public relations professionals, AAPA will hold a professional development program Feb. 28-March 2 in Mobile that will be hosted by the Alabama State Port Authority. See draft agenda for session details.

Hear up to five PR Committee members share challenging case studies from their ports

Up to five pre-selected PR Committee members will share specific stories or case studies of challenges they are facing at their ports for committee consideration and feedback. All case studies to be accompanied by a presentation title, as well as slides, videos and/or handouts.

'Share & Mentor' Presentations

(1) **Jay Stecher, The Port of Virginia**, "How The Port of Virginia Is Using Marketing Automation To Help Build Awareness, Grow Its Sales Funnel, and Put Its Website To Work"

(2) **Marie-Andrée Blanchet, Port of Québec**, "Port City Relations and Building Bridges: The Case of Port of Québec."

11:15pm Adjourn

Upcoming Public Relations Committee meetings:

LOCATION	MEETING	DATE	TIME
Mobile, AL	2018 PR Seminar	2/28/2018	3:00pm – 6:00pm
Washington, DC	2018 AAPA Spring Conference	3/19/2018	9:45am – 11:15am
Valparaiso, Chile	2018 AAPA Annual Convention	10/22/2018	9:45am – 11:15am