

Measuring Marketing Communications Effectiveness

Monday, Oct. 28, 2019

*AAPA Communications and Marketing Seminar
Montreal, QC, Canada*



Presenters

Alissa Shay – Moderator

Business Development Manager, Satsop
Business Park, Port of Grays Harbor
Grays Harbor, WA, USA



Yves Gilson – Panelist

Director, Marketing and Cruises
Montreal Port Authority
Montreal, QB, Canada



Rod Koon – Panelist

Communications Senior Manager
Port of Tacoma
Tacoma, WA, USA



Introduction to Marketing Measurement Tools



Port of Grays Harbor

On Washington's Pacific Coast

Thoughts before you get started...

- ▶ Who is your audience?
 - ▶ Community, potential customers, other?
- ▶ What is your marketing medium?
 - ▶ Digital
 - ▶ Print
 - ▶ Social Media
 - ▶ Events
 - ▶ Others?



Qualitative vs. Quantitative Data



Qualitative vs. Quantitative Data

- ▶ Qualitative data describes qualities or characteristics. It is collected using questionnaires, interviews, or observation and frequently appears in narrative form.
- ▶ Quantitative data are used when a researcher is trying to quantify a problem, or address the “what” or “how many” aspects of a research question. It is data that can either be counted or compared on a numeric scale.



Potential tools

- ▶ Social Analytics
- ▶ Google Analytics
- ▶ Campaign URLs
- ▶ Hashtagify
- ▶ Surveys

#AAPAPorts



Annual Business Report



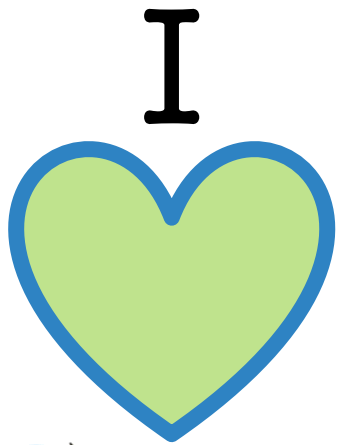
Event Overview

- ▶ Second Wednesday in February
- ▶ Audience: Community leaders and customers
- ▶ Breakfast provided
- ▶ Annual Port results presentation by PGH Staff and Commissioners
- ▶ Guest Speaker

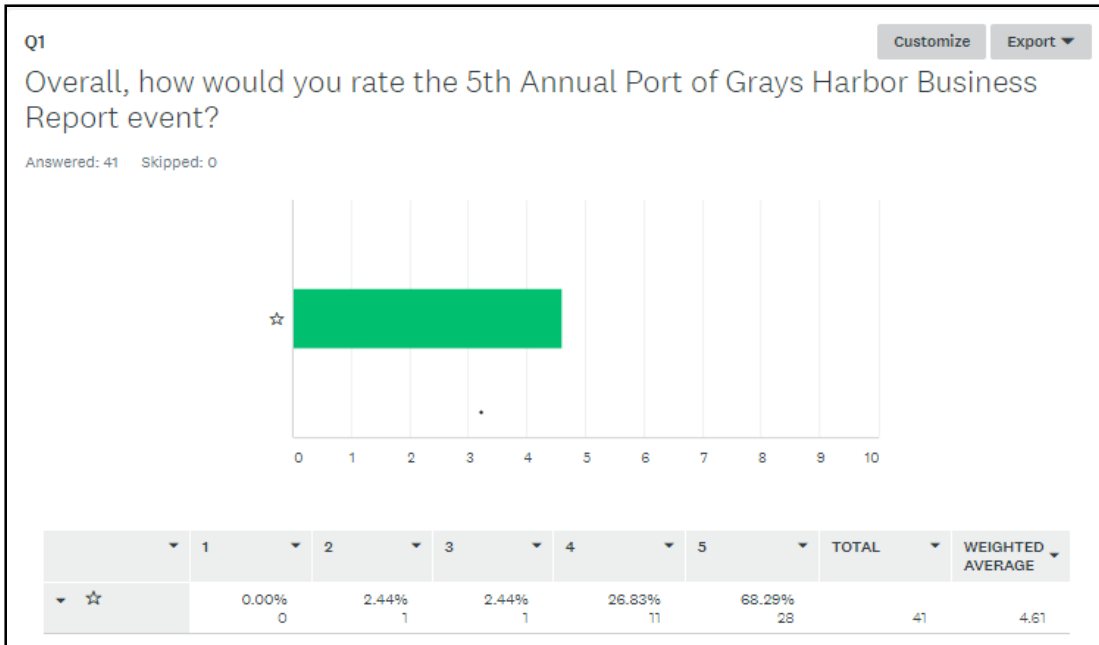


Event Materials

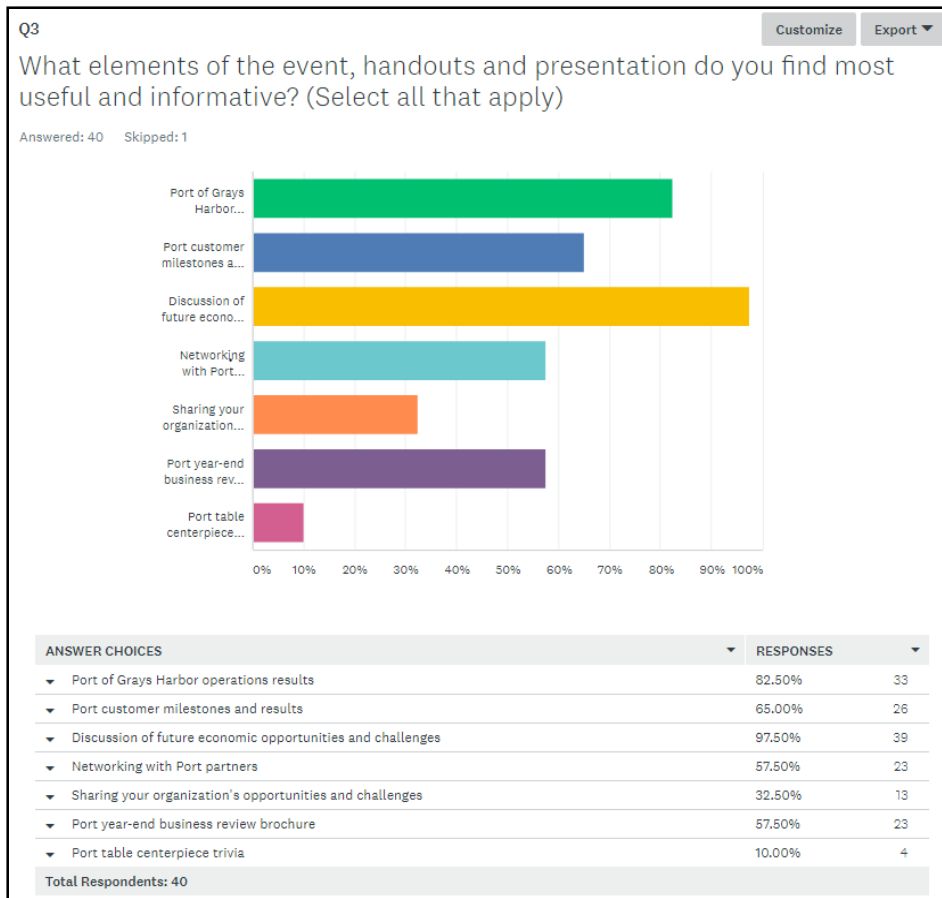
- Results Brochure
- Port Trivia
- Giveaways



How did we do?



“I liked that Port partners had the chance to talk about what challenges they face with their business. It's great to have that open communication so that we can help them to be successful and grow in our community.”



“I would have liked to see a couple demonstrations of connections. Showcase a tenant, then all the links in the chain that connect that tenant to the community. Business to rail to longshore to tools and supplies to contractors who do business, etc. It could show how the whole room is basically a large support network.”

Measuring Marketing Communications Effectiveness

A PORT OF MONTREAL POV

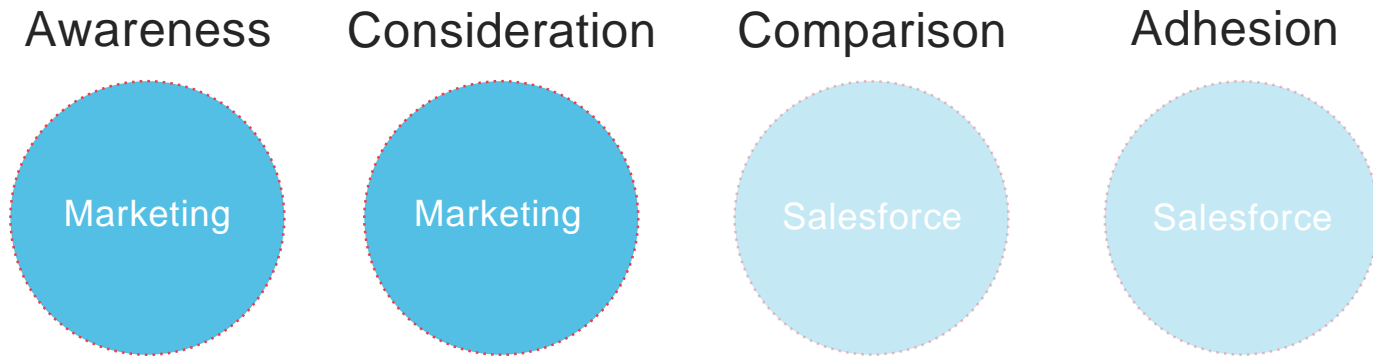
**At a certain point
in our category's
purchasing cycle,
the salesforce is the
key to success.**



The chief role of marketing is therefore to:

**interest and drive
qualified leads towards
a conversation with a
member of the sales team.**

MARKETING COMMUNICATIONS EFFECTIVENESS



We used to be **80 / 20** traditional

We attempted to maximize our R.O.I. with
Creative that stands out

MARKETING COMMUNICATIONS EFFECTIVENESS

WHY GO WEST TO SHIP EAST?

Did you know that in 2016, one in four international containers handled at the Port either originated in or was destined for Asia? Thanks to our direct connections with transshipment ports in the Mediterranean and Northern Europe, we offer competitive and alternative routings to Southeast Asia and the Far East.

Find out what we can do for you at port-montreal.com/why-montreal

PORT MONTREAL
Trading with the World



THE MOST EXPERIENCED HANDS AT BULK AND BREAKBULK SHIPPING

Did you know bulk and breakbulk shipping accounts for two thirds of all activity at the Port of Montreal? We've built an international reputation for bulk shipping expertise thanks to our high-capacity cranes – the two most powerful on the St. Lawrence –, our efficient platform with on-dock rail links, and our strategic location close to key US and Canadian markets. It's why you can trust us to do the heavy lifting on all your shipments.

See why we're the breakbulk shipping experts at port-montreal.com/why-montreal

PORT MONTREAL
Trading with the World



YOUR GATEWAY TO TRADE WITH NORTH AMERICA

Did you know that the Port of Montreal is the shortest, most direct route between Europe and North America? Add to that our high-efficiency intermodal platform, the fastest dwell times on the East Coast, as well as the new free trade agreement, and you'll see why we're perfectly positioned to help you boost your trade and profits.

Find out what we can do for you at port-montreal.com/why-montreal

PORT MONTREAL
Trading with the World

However, it was **IMPOSSIBLE**
to measure the true effectiveness
of traditional media (without the help
of reliable brand quantitative data)

Meanwhile, our 20% investment in digital gave us tremendous feedback, and allowed for stronger personalization

SOUTH-EAST ASIA

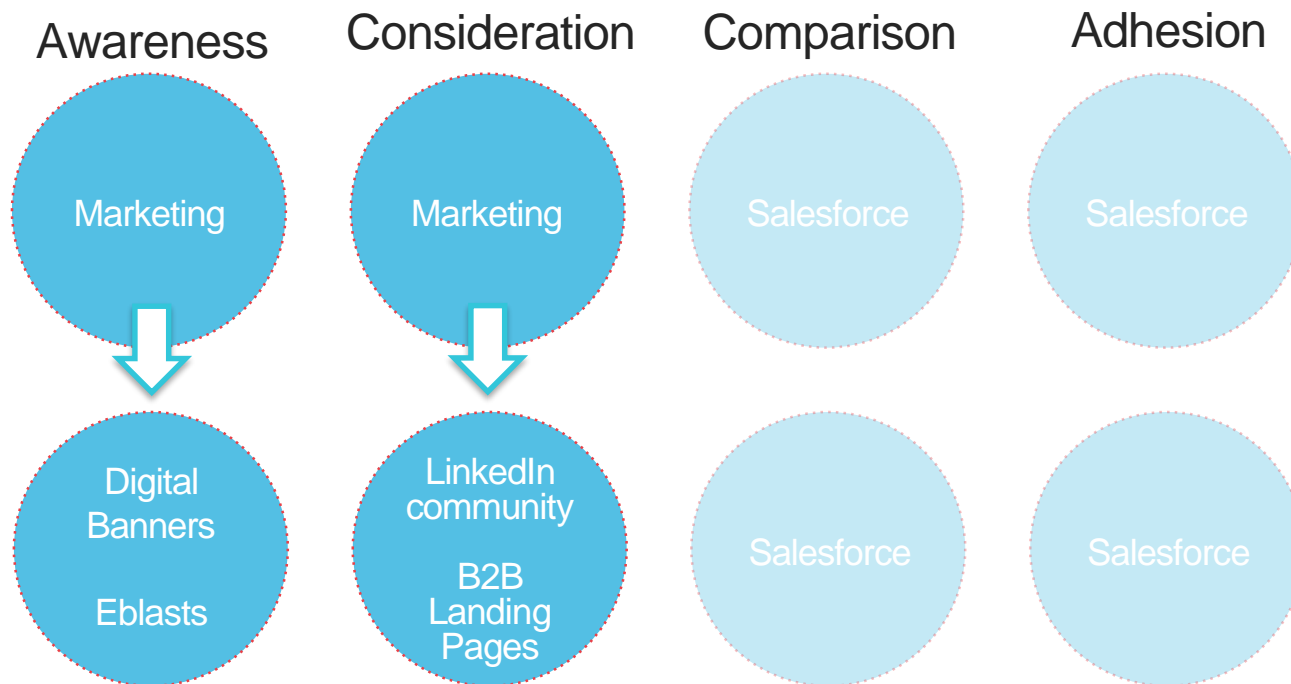


US MIDWEST



**We decided to shift 60% of
our budget to digital
initiatives**

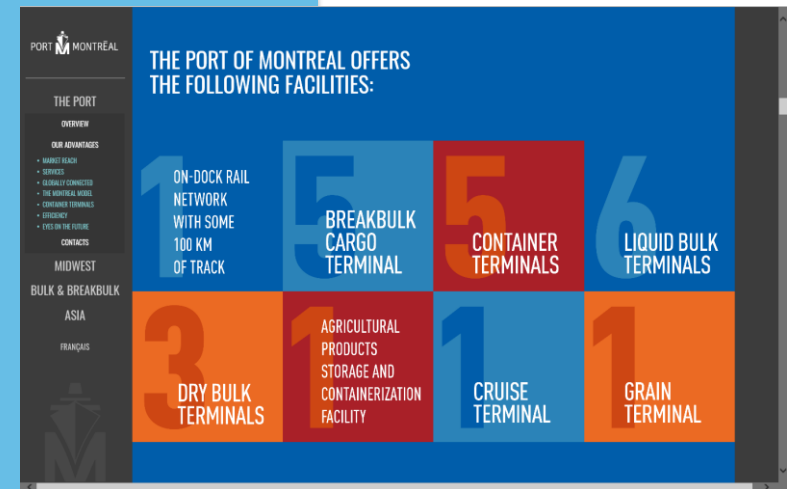
To specifically reach the most relevant target audiences with specific messaging through their journey

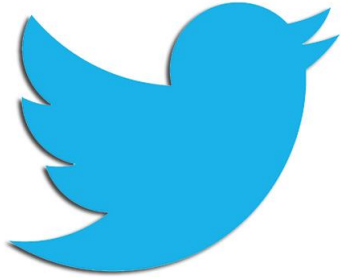


CHANNELS	ROLES	KPIs	RESULTS
Digital Banners	Awareness - Consideration	<ul style="list-style-type: none"> • Create followers • Generate interest with appropriate content 	<ul style="list-style-type: none"> • 14K followers in 18 months • CTR 4x LinkedIn average • 8,500+ interactions
Eblasts	Awareness – Consideration	<ul style="list-style-type: none"> • Increase visibility in targeted markets • Generate clicks 	<ul style="list-style-type: none"> • Thousands impressions on specialized sites • CTRs 3-4 times above average
B2B Platform	Consideration	<ul style="list-style-type: none"> • Opening rate • Drive to the website 	<ul style="list-style-type: none"> • Opening rate 40% above industry standards (27%) • 3% CTR
LinkedIn	Consideration	<ul style="list-style-type: none"> • Website traffic • Time spent & interaction 	<ul style="list-style-type: none"> • 30K+ visits over 2 years • More than 2 minutes spent • 30%+ interaction rate

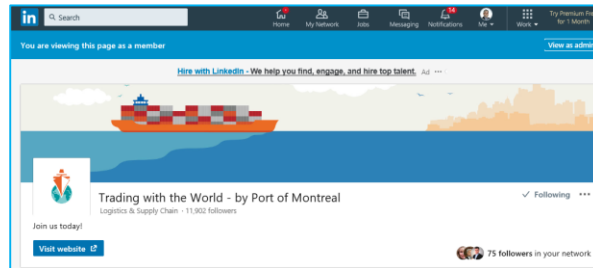
B2B Platform

- All digital banners and Eblasts point to the B2B platform
 - Each page within the B2B platform has its own URL
- VIEWERS ARE DRIVEN DIRECTLY TO THE RIGHT INFORMATION





TRADING WITH THE

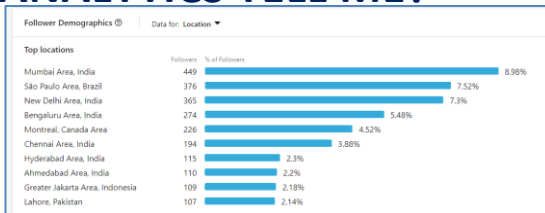


COMMERCE AVEC LE MONDE: 2,367 followers

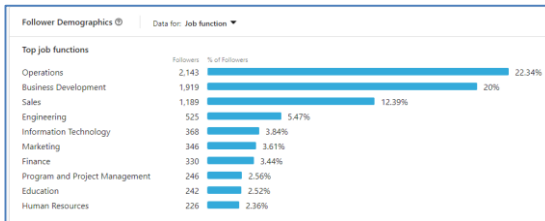


WHAT DOES THE FOLLOWER ANALYTICS TELL ME?

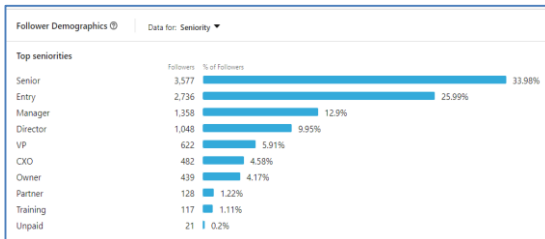
Where they are located?



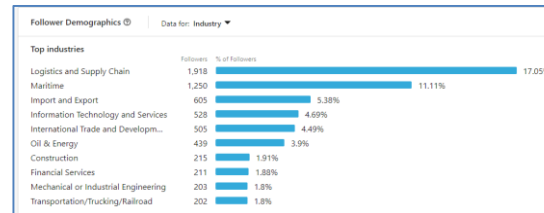
What is their job function?



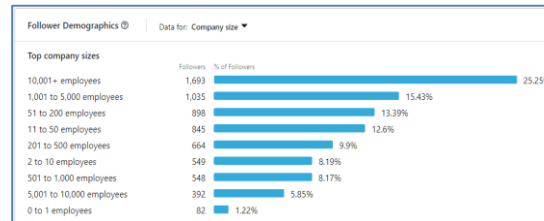
What is their seniority?



What industry sector are they working in?



What is their company size?



And the nicest thing is that we can engage a direct conversation with them.

- **Less expensive**
- **More effective**
- **Proven ROI**

**And most importantly the
phone is ringing**

Everyone is happy





The Port of Tacoma was created by a vote of Pierce County citizens November 5, 1918.

Anniversary celebrations:

A world of opportunities



Presentation to the Port of Tacoma commissioners--October 2015

CLARITY.

FOCUS.

EXECUTION.

Centennial goals



1. Celebrate the Port's past achievements and highlight our future opportunities and challenges.
2. Increase our community's understanding and appreciation of the Port's historical milestones, evolution, current operations and future plans.
3. Strengthen our Port's existing community partnerships and create new ones.

Centennial goals



4. Highlight the many ways the Port creates jobs and economic vitality throughout our region (historically and currently).
5. Create a unique legacy project that gives the Port of Tacoma lasting visibility and connections with future generations in our community.



**WHEN
should we
celebrate?**



CELEBRATE
100 years
In 100 days.

July through November 2018

Regular/Annual:

- Annual boat tours
- Maritime Fest
- Speakers bureau
- Farmers markets
- Public bus tours
- Educational groups

Regular/Annual:

- Annual boat tours
- Maritime Fest
- Speakers bureau
- Farmers markets
- Public bus tours
- Educational groups

Special:

- Retiree BBQ
- Centennial container
- Centennial magazine
- Timeline display
- Gala celebration
- Employee celebration

Draft



Port of Tacoma Centennial Celebration Playbook

Background

The Port of Tacoma was created by the citizens of Pierce County on Nov. 5, 1918. The Port started out on 240 acres of barren land in the Tidelands. It now encompasses more than 2,400 acres of land, and is a major international port and an economic engine for our region. The 100th anniversary of the creation of the Port of Tacoma—Pierce County's Port—is Nov. 5, 2018.

Situation and research

A centennial is an opportunity for an organization to do many things—celebrate its past, look to the future, connect with key stakeholders and customers, honor current and past employees, and connect with and raise the profile of the organization with its key stakeholders.

In 2016, Port staff did extensive research on how a wide range of organizations (e.g. Wrigley Field, Las Vegas, Oreos, the Port of Long Beach) conducted their centennial celebrations. Some organizations spread their celebration over an entire year, while other organizations developed shorter time frames for their centennial celebration activities.

Based on discussions and feedback we received from Port commissioners in two public meetings where we discussed the upcoming Port centennial and a variety of possible programs and activities, we developed this Port Centennial Playbook.

We believe this playbook will help the Port achieve its centennial goals cost-effectively in a 100-day time frame. There is also a "legacy project" included in the scope of this centennial work that is designed to live on years after the conclusion of our 2018 centennial activities.

The total revised budget for this centennial plan is \$280,000 (see p. 7 for details).

Centennial Objective: Through its centennial celebration program, the Port of Tacoma will connect with its key stakeholders, educate them on the important role the Port and international trade has played historically, and continues to play, in the development and vitality of our region's economy. The program will also build a greater sense of pride in the Port and Pierce County's role in the international economy among employees, retirees, citizens and community and business leaders.

Port of Tacoma centennial--Budget worksheet

Here are some revised proposed budget amounts for various elements of the proposed Port centennial celebration program

Project/item	Budget estimate
1. Maritime Fest--Lead sponsor (July 28-29, 2018)	\$20,000
2. Centennial gala event (Nov. 2018--Date TBD)	\$30,000
3. Centennial video work (5 or 6 short videos)	\$30,000
4. Port centennial magazine (one-time publication)	\$25,000
5. Social media efforts and development of material to add to existing Port website	\$10,000
6. Historical research on various Port developments, customers milestones	\$10,000
7. Centennial commemorative item for all Port employees (est. 250 x \$12)	\$3,000
8. Port centennial items for customers	\$10,000
9. Pierce Transit bus advertising campaign	\$15,000
10. Other event sponsorships (e.g., Chowdown)	\$20,000
11. Special event for Port retirees, ILWU pensioners, former commissioners	\$7,000
Subtotal	\$180,000
Legacy project:	100,000
Port interactive, educational displays (working with the Foss Waterway Seaport)	
Port of Tacoma total centennial budget	\$280,000

Budget last revised: 3.3.17

Rod Koon

PORT CENTENNIAL TIMELINE DETAILS: May, June & July 2018

5/3	Bus board design begins Port's copy ready for to be inserted into Invitation postcard
5/4	First round of magazine content ready* Magazine spread design begins
5/7	Container wrap questions to Print NW
5/8	Final Invitation design file to Port for printing
5/10	Bus board/wrap copy ready for Port approval Magazine spread ready for review Centennial Activity at Port's All-Staff meeting In-person meeting?
5/11	Second round magazine content due*
5/17	Container wrap decisions due, design begins as needed
5/18	Third round magazine content due*
5/25	Final magazine content due*
6/7	Bus board/wrap designs ready for review Magazine layout ready for full review In-person meeting?
6/11	John Wolfe presents to Transportation Club
6/12	Final magazine feedback due from Port Final bus board approval due
6/20	Package magazine files for printer
6/26	Final container design Port for approval
6/29	Package bus board files for Lamar Final approval due from Port for container wrap
7/6	Files for container wrap to Print NW
7/12	All-Staff meeting (Port, internal)
7/13	Magazines printed and delivered to Port
7/14	Retiree Party—magazines on hand
7/28-29	Maritime Fest—wrapped container on hand
7/31	Bus boards/wrap in place to launch 8/1

*Content provided to Port by Debbie Cafazzo for approval.

**PLAN
THE WORK.

WORK
THE PLAN.**

**21 MAJOR TASKS
AND DEADLINES
--May through July**







SOURCE CLASSIFICATION

Agency	Classification	Year
CHS / SAC	CHS / SAC	1974
CHS / SAC	CHS / SAC	1975
CHS / SAC	CHS / SAC	1976
CHS / SAC	CHS / SAC	1977
CHS / SAC	CHS / SAC	1978
CHS / SAC	CHS / SAC	1979
CHS / SAC	CHS / SAC	1980
CHS / SAC	CHS / SAC	1981
CHS / SAC	CHS / SAC	1982
CHS / SAC	CHS / SAC	1983
CHS / SAC	CHS / SAC	1984
CHS / SAC	CHS / SAC	1985
CHS / SAC	CHS / SAC	1986
CHS / SAC	CHS / SAC	1987
CHS / SAC	CHS / SAC	1988
CHS / SAC	CHS / SAC	1989
CHS / SAC	CHS / SAC	1990
CHS / SAC	CHS / SAC	1991
CHS / SAC	CHS / SAC	1992
CHS / SAC	CHS / SAC	1993
CHS / SAC	CHS / SAC	1994
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CHS / SAC	CHS / SAC	2014
CHS / SAC	CHS / SAC	2015
CHS / SAC	CHS / SAC	2016
CHS / SAC	CHS / SAC	2017
CHS / SAC	CHS / SAC	2018
CHS / SAC	CHS / SAC	2019
CHS / SAC	CHS / SAC	2020
CHS / SAC	CHS / SAC	2021
CHS / SAC	CHS / SAC	2022

Larger scale chart / Carta à plus grande échelle



Tacoma Propeller Club
Presents
The 62nd Annual
Chowdown
2018



Celebrating
The Port of Tacoma's
100th
Anniversary

TACOMA PROPELLER CLUB 62ND ANNUAL **CHOWDOWN**

May 18, 2018

*Celebrating The Port of Tacoma's
100th Anniversary*



AMERICAN
CONSTRUCTION COMPANY



ILWU Local 22
Port Workers Group



Pac-Van.





July 14, 2018
Port Retiree BBQ Reunion

Centennial launch promotion



8 farmers markets

1,600 people

Free Boat Tours
Sunday, July 29

Take a waterside tour of the Port of Tacoma and learn more about its 100-year history and development.

Free tickets by reservation only!

Make your reservation at:
portoftacoma.com/boat-tours

Find out more about Maritime Fest at:
www.fosswaterwayseaport.org/maritimefest



The tours leave from 705 Dock Street at:
9 and 10:30 a.m., noon,
1:30, 3 and 4:30 p.m.

NOTE: Passengers with mobility challenges should plan to take the 9 a.m. or 4:30 p.m. tours when the tide makes it easier to board the vessel.

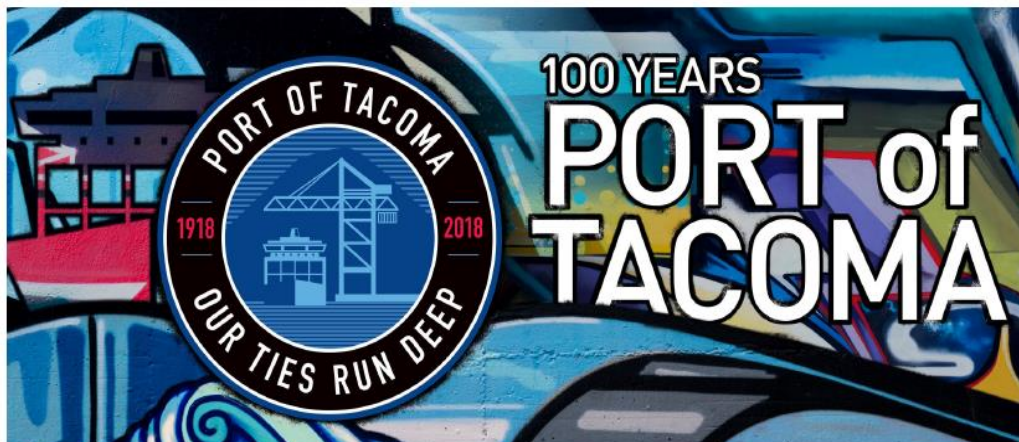
Port of Tacoma
100 years. A million stories.



If you have a favorite port-related story or photo you want to share, please send it to the port at:
www.portoftacoma.com/100



Port centennial launch: Maritime Fest July 28-29, 2018



Port of Tacoma: Our ties run deep

The year 2018 marks the Port of Tacoma's centennial. The Port's centennial theme is "Our ties run deep."

The Port's ties run deep to the railroads, to land in the Tideflats, to the citizens of Pierce County and to the thousands of people, companies and industries that have contributed to our region's growth and success over the last century.

This timeline display highlights more than 100 years of key milestones for the Port of Tacoma and our region.

One of the first milestones was on July 14, 1873 when the Northern Pacific Railroad chose Tacoma as the western terminus of its transcontinental line.

The coming of the railroad brought thousands of new settlers and new trade, business and port activities to our region.



Also in the news

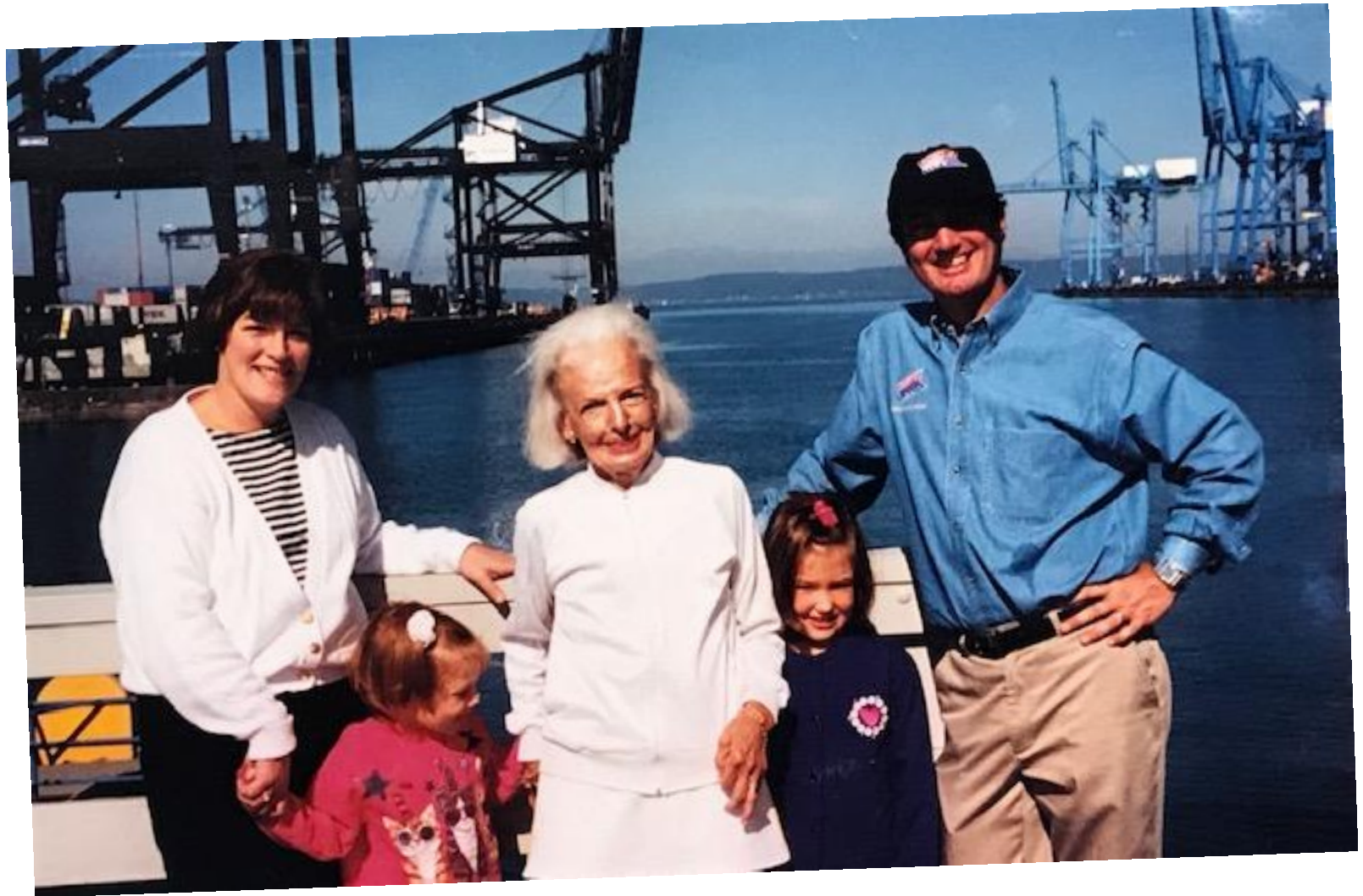
1884: The Tacoma Hotel opens (Aug. 8).
1890: The ASARCO smelter starts operating.
1900: The first Puyallup Fair is held (Oct. 4-6).



MEASUREMENTS:

1. Maritime Fest and Port boat tours









1910
1920

The birth of Pierce County's port



1918

On November 5, Pierce County citizens vote by a 5 to 1 margin to establish the Port of Tacoma.

Banker Chester Thorne, Edward Kloss a longshore official and C.W. Orton, a Sumner fruit and dairy farmer were elected as the first three port commissioners.



Flip open for more information.



How tall is this straddle carrier?

Flip open for the answer



Also in the news

1910
Emma Smith DeVoe, from Parkland, led a successful campaign for a state constitutional amendment giving women the right to vote.

1911
Tacoma's Union Station is built.

1914
Almond Roca is developed in Tacoma by Harry Brown and J.C. Haley.

1918
World War I ends (Nov. 11)



41
feet tall



MEASUREMENTS:

1. Maritime Fest and Port boat tours

- **Attendance:** About 5,000 people attended the two-day Maritime Fest
- **Boat tours:** 1,200 people (six tours)
All tours were SOLD OUT (online reservations)
- **Survey responses:** 117 via SurveyMonkey:
 - 95% rated the Port boat tour *EXCELLENT*
 - 72% read the Port's rail signage
 - 51% experienced the Centennial Container
 - 54% viewed the timeline panels
 - 55% picked up a copy of the magazine



MEASUREMENTS:

2. Centennial Container





Port of
Tacoma

How Many TEUs?

3.7+
Million

TEUs that were handled in 2017 by
The Northwest Seaport Alliance

Other Hi
Scale roughly 40%



Roll On / Roll Off



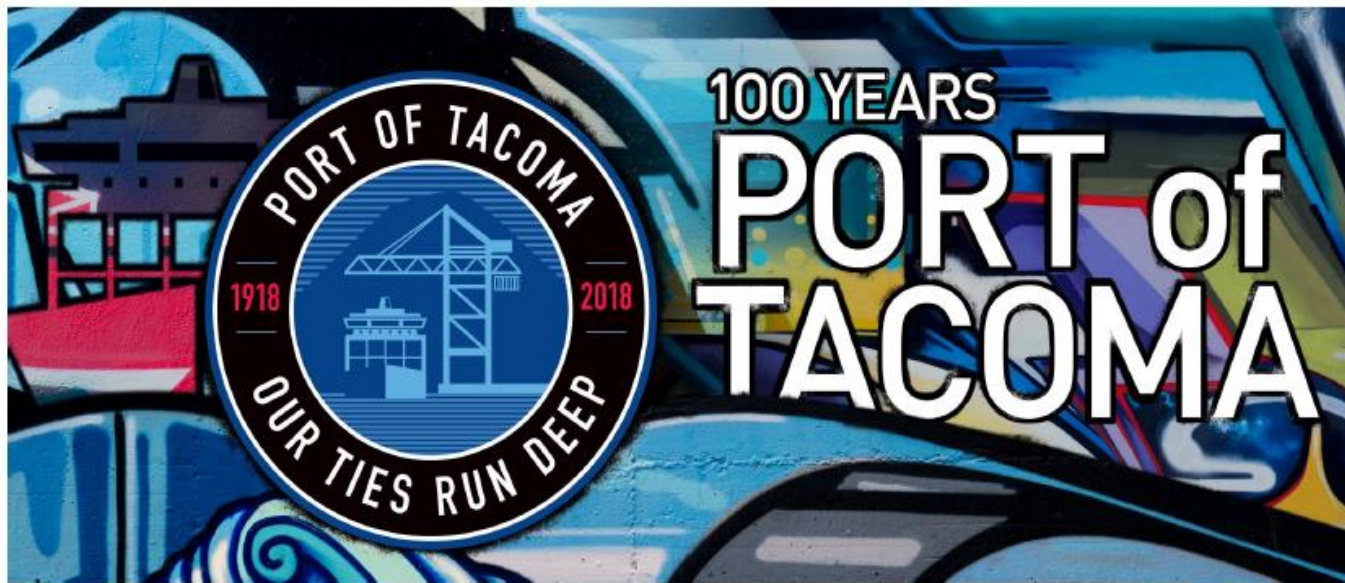
Bulk Carrier



USS Titanic



Tugboat



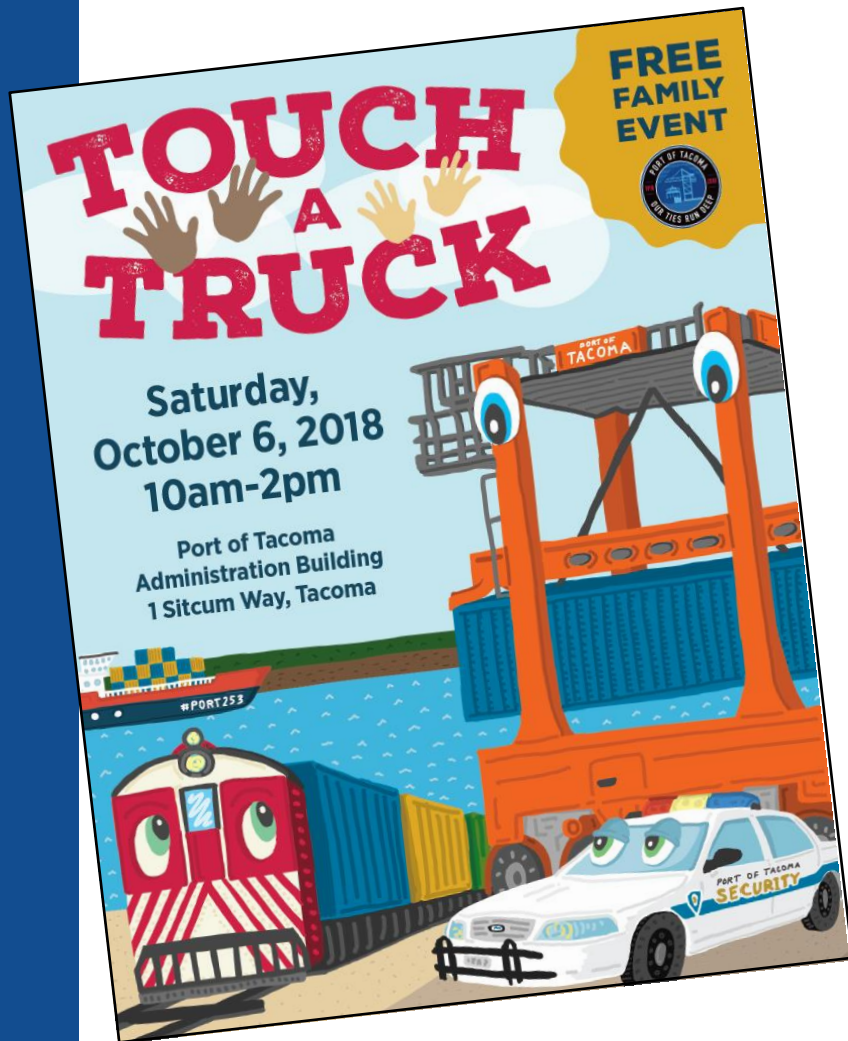
MEASUREMENTS:

2. Centennial Container

THANKS RICARDO!

- **Cost:** About \$13,000
- **Engagement:** 25,000 citizens (estimate)
- **Events:** 8 major community events:
 1. Port retiree event
 2. Maritime Fest
 3. Downtown Scavenger Hunt
 4. Washington Fair (*five days*)
 5. Port's Touch-a-Truck event
 6. Consular Corps reception
 7. City of Lakewood community event
 8. Destiny Dinner







Port of
Tacoma

How Many TEUs?

5,100 Panamax container

12,500 New Panamax (13,000 CBM)



PLY COMPANY

ENIA



NAME THAT DECADE TRIVIA CARDS

The Port of Tacoma Centennial Challenge
NAME THAT DECADE



The luxurious
Tacoma Hotel opens.

The Port of Tacoma Centennial Challenge
NAME THAT DECADE



Union Station opens
in downtown Tacoma.

The Port of Tacoma Centennial Challenge
NAME THAT DECADE



Babe Ruth plays
baseball at Stadium
Bowl in Tacoma.

The Port of Tacoma Centennial Challenge
NAME THAT DECADE



The first Maersk ship,
the *Charlotte Maersk*,
calls at the Port of
Tacoma.

The Port of Tacoma Centennial Challenge
NAME THAT DECADE



The *Endurance* is
the first ship to call
at Sea-Land's new
container terminal at
the Port of Tacoma.

The Port of Tacoma Centennial Challenge
NAME THAT DECADE



The Port of Tacoma
demolishes United
Grain Terminal.



The Port of Tacoma Centennial Challenge
NAME THAT DECADE

The Beatles release
their iconic album
*Sergeant Pepper's
Lonely Hearts
Club Band.*

1960s

June 2, 1967 (U.S.)

May 26, 1967 (U.K.)

The Port of Tacoma Centennial Challenge
NAME THAT DECADE

The Beatles release
their iconic album
*Sergeant Pepper's
Lonely Hearts
Club Band.*

MEASUREMENTS:

3. Timeline panels



Port of Tacoma: Our ties run deep

The year 2018 marks the Port of Tacoma's centennial. The Port's centennial theme is "Our ties run deep."

The Port's ties run deep to the railroads, to land in the Tideflats, to the citizens of Pierce County and to the thousands of people, companies and industries that have contributed to our region's growth and success over the last century.

This timeline display highlights more than 100 years of key milestones for the Port of Tacoma and our region.

One of the first milestones was on July 14, 1873 when the Northern Pacific Railroad chose Tacoma as the western terminus of its transcontinental line.

The coming of the railroad brought thousands of new settlers and new trade, business and port activities to our region.



Also in the news

1884: The Tacoma Hotel opens (Aug. 8).
1890: The ASARCO smelter starts operating.
1900: The first Puyallup Fair is held (Oct. 4-6).



1911 to 1920: Citizens vote to create the port

1911: The Washington State Legislature passes a law allowing citizens in counties to establish public port districts.



Edward Kloss



Charles Orton



Chester Thorne

1918: On Nov. 5, Pierce County citizens vote by a 5 to 1 margin to establish the Port of Tacoma and elect the first three Port commissioners: Edward Kloss, a longshoreman; Charles Orton, a Sumner fruit and dairy farmer; and Chester Thorne, a banker.



Also in the news

1911: Tacoma's Union Station opens (May 1).
1914: Almond Roca is developed in Tacoma by Harry Brown and J.C. Haley.
1918: World War I ends (Nov. 11).



Union Station



1921 to 1930: A young port expands

1921: The first ship, the *Edmore*, calls at the Port and picks up lumber bound for Japan (March 25).



1923: The Port builds Pier 2 and a huge bulk transit facility.

Pier 2 is equipped with a monorail crane system that speeds the flow of cargo between the ship and the dockside warehouse.

1930: The Port builds United Grain Terminal. The project is backed by a \$500,000 voter-approved bond with a 4.5 percent interest rate.



Also in the news

1924: Babe Ruth visits Tacoma and plays baseball at Stadium Bowl (Oct. 18).
1929: Hooker Chemical builds a plant in the Tacoma Tideflats.



Babe Ruth





MEASUREMENTS:

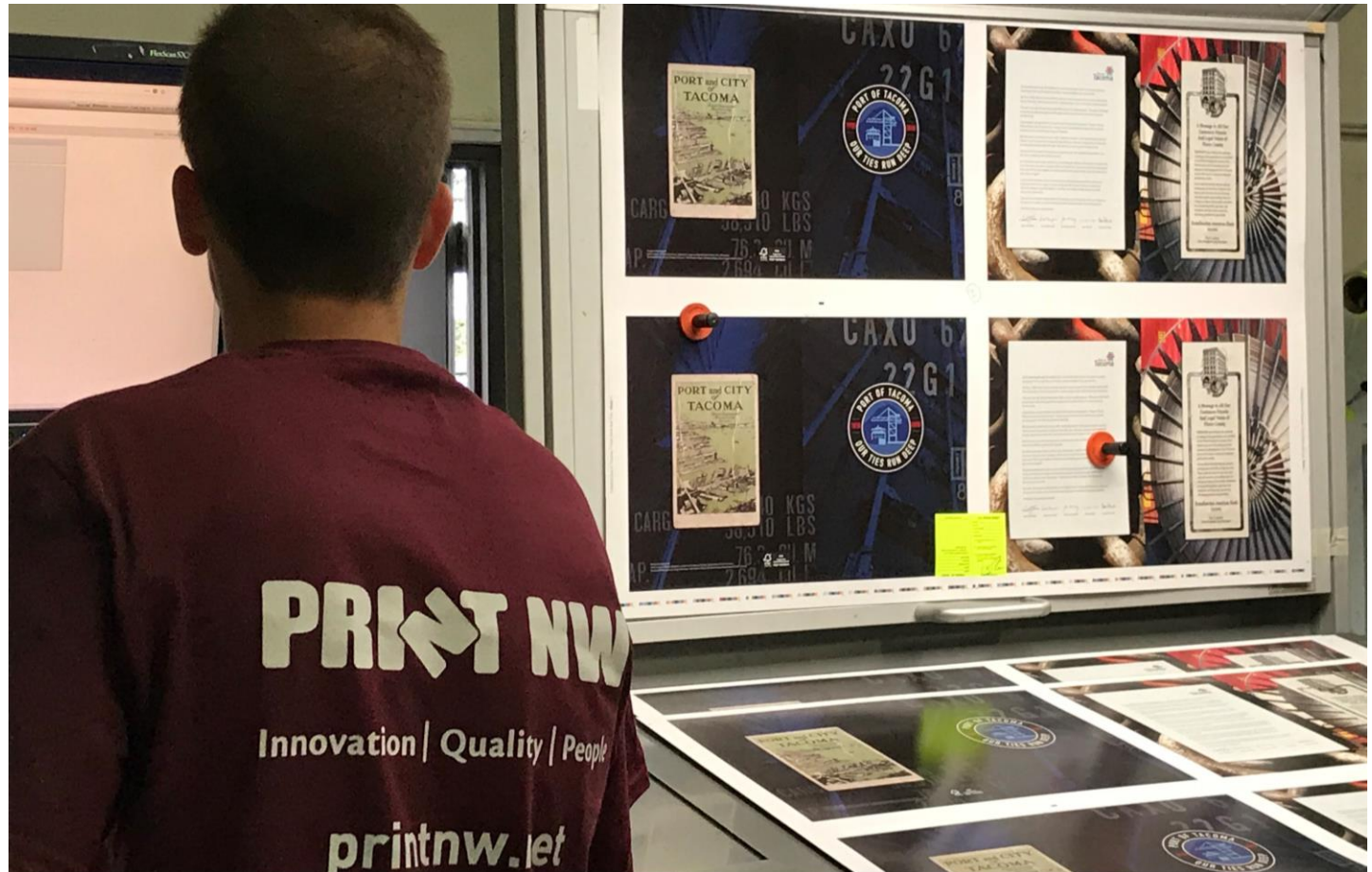
3. Timeline panels

- **Cost:** \$4,000
- **Total reach:** About 5,500 people (estimate)
- **Event locations:**
 - Foss Waterway Seaport (4 months)
 - Destiny Dinner (1 night)
 - Port Administration Building (2 months)
 - World Affairs Council event (1 night)



MEASUREMENTS:

4. Centennial magazine



MEASUREMENTS:

4. Centennial magazine

- **Print run:** 10,000 copies (*28 pages*)
- **Cost:** \$25,000
- **Major uses:**
 - Maritime Fest (debut)
 - Speakers bureau
 - Bus tours
 - Farmers markets
 - Port retirees (300)
 - Local schools and libraries (2,500)



MEASUREMENTS:

5. Speakers bureau

A program
100 years
in the making



MEASUREMENTS:

5. Speakers bureau

- **Total reach:** About 1,700 people (*up 56%*)
- **Number of presentations:** 40 (*up 60%*)
(including these key targeted groups):
 - Tacoma Propeller Club
 - Rotary 8 (*largest Rotary club in the area*)
 - Tacoma Yacht Club
 - Transportation Club of Tacoma
 - Tacoma Propeller Club (*encore presentation*)
 - Tacoma Sunrise Rotary Club



MEASUREMENTS:

6. Story map




Port of Tacoma's Centennial - 100 years. A million stories.

Welcome Before the "Port of Tacoma" 1918 to 1929 1930s 1940s 1950s 1960s 1970s 1980s 1990s 2000s 2010 to 2018 Next 100 years

1 Citizens vote to create the Port of Tacoma

On Nov. 5, 1918, Pierce County citizens vote by a 5 to 1 margin to establish the Port of Tacoma.

Charles W. Orton, a Sumner fruit and dairy farmer, Chester Thorne, a civic leader and bank president, and Edward Kloss, a longshore official, are elected to be the first three port commissioners.



Charles Orton 1918-1944 Chester Thorne 1918-1927 Edward Kloss 1918-1924

The First Port of Tacoma Commissioners

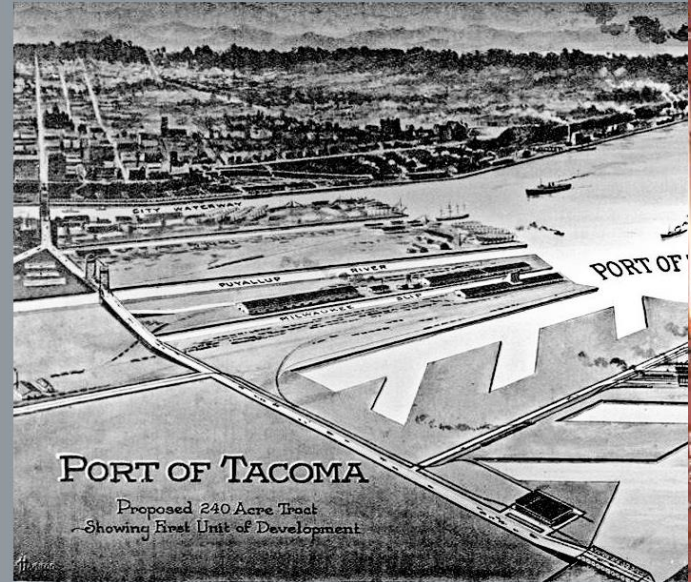
In 1919, Pierce County citizens pass a \$2.5 million bond issue to help the Port of Tacoma plan and build needed facilities.

A 240-acre tract of land becomes the first developed port facility.

In 1921, the first vessel, *Edmore*, calls at Pier One, the Port of Tacoma's first

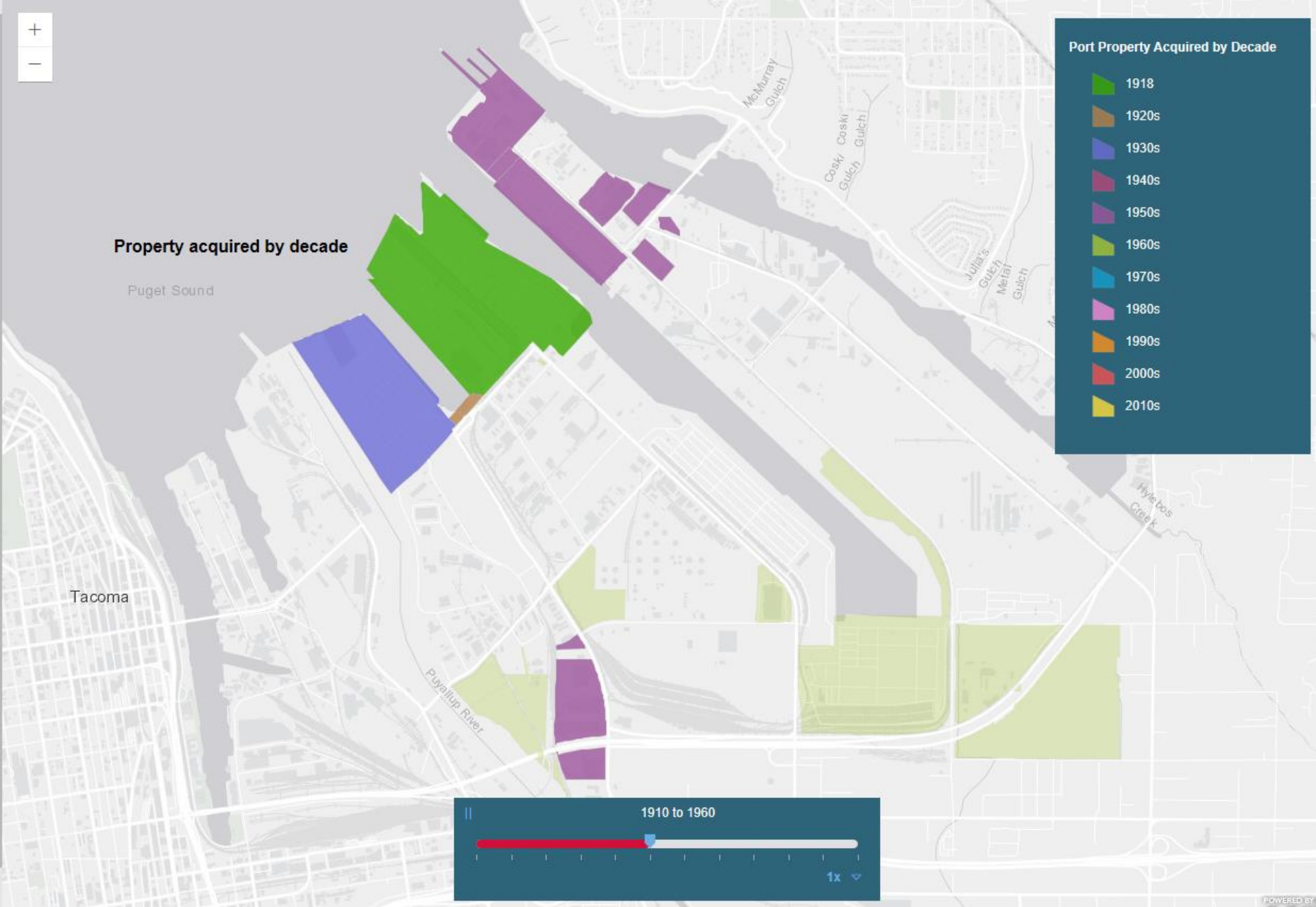
2 Port of Tacoma's innovative spirit

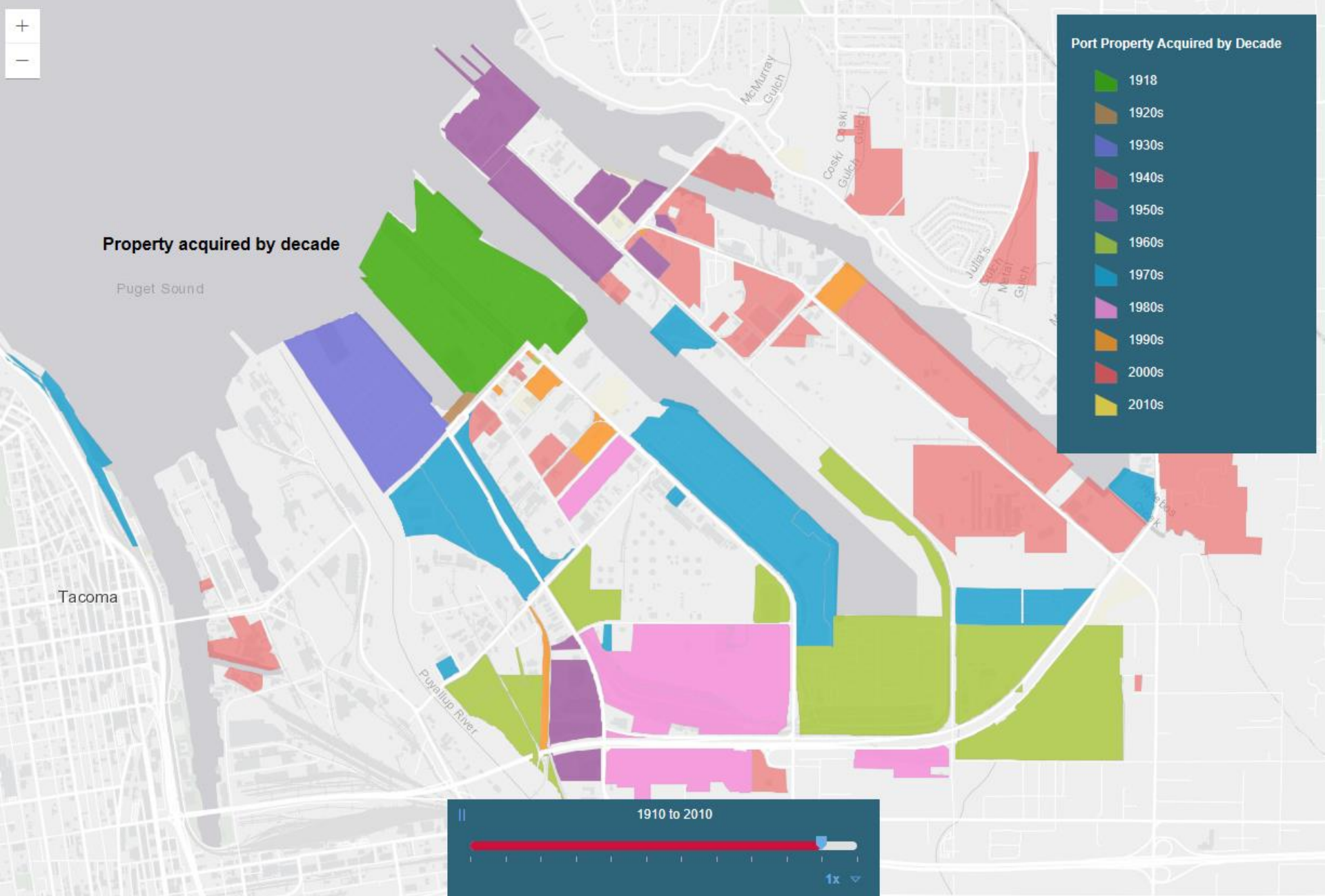
3 Also in the news



Link to the Port's centennial [story map](#)







MEASUREMENTS:

6. Story map

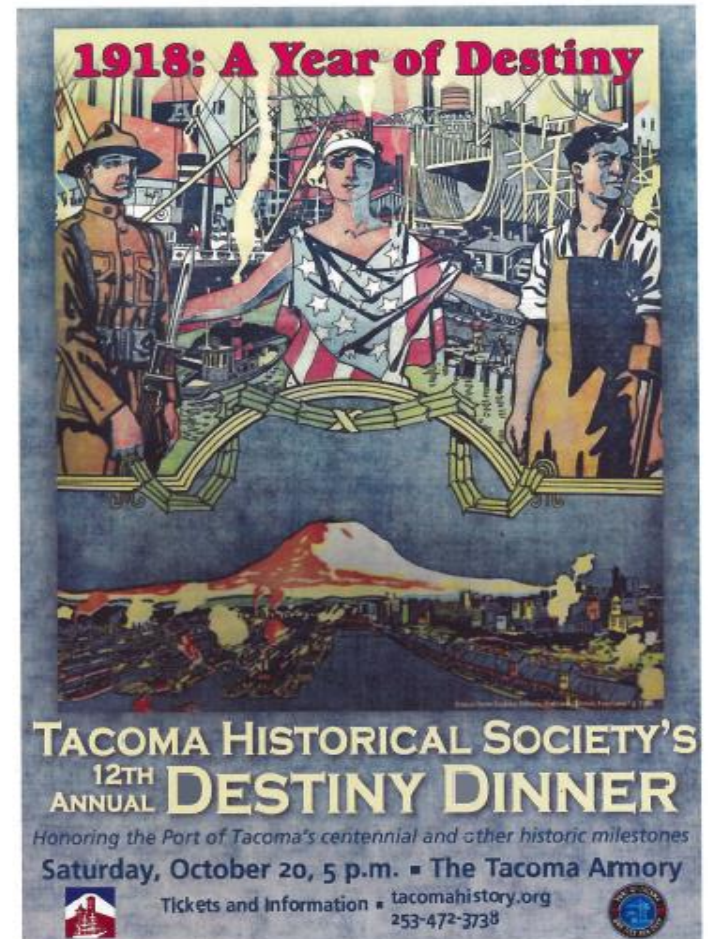
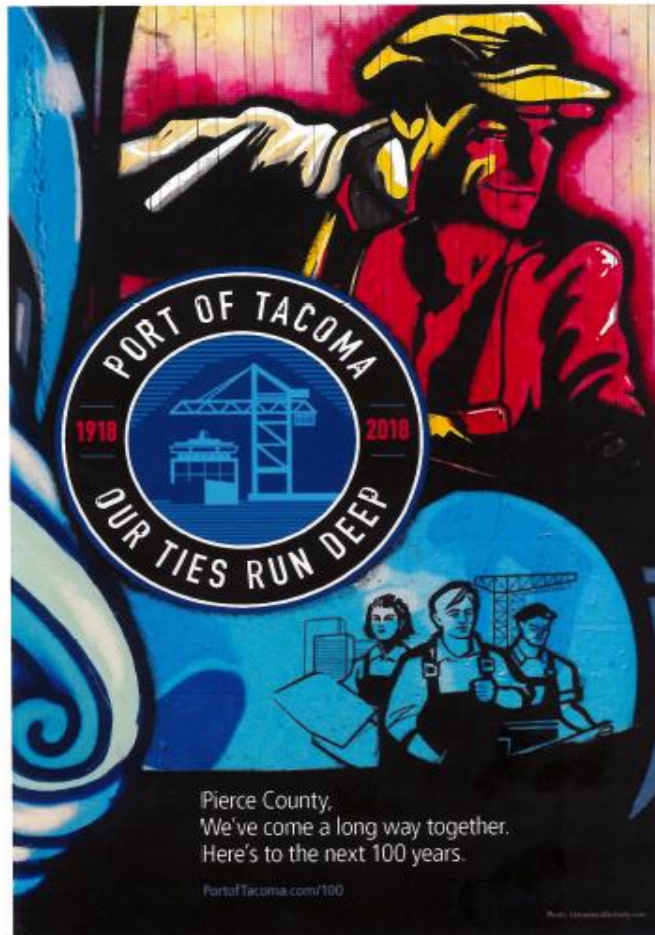
- **Cost:** Staff time only (produced in-house)
- **Views:**

About 1,000 views since its official launch September 4, 2018.



MEASUREMENTS:

7. Destiny Dinner





MEASUREMENTS:

7. Destiny Dinner

- **Attendance:** 400 people
- **Port sponsorship cost:** \$15,000
- **Key Port components:**
 - Port centennial video (debut)
 - Centennial Container
 - Timeline display
 - Port centennial magazine
 - Port centennial pins and coasters



MEASUREMENTS:

8. Centennial video



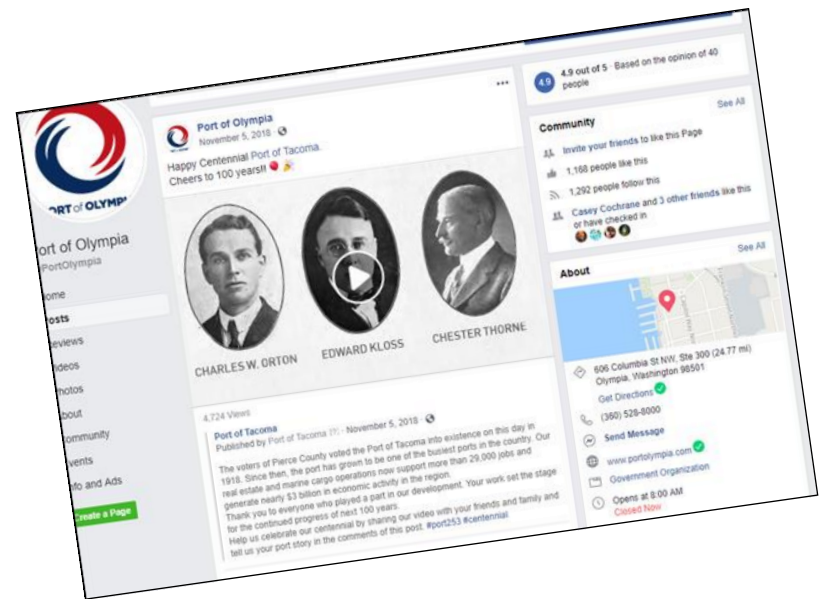
Port centennial video clip: Looking back

MEASUREMENTS:

8. Centennial video

- **Production costs:** Produced in-house \$400—narration and music/broadcast rights
- **Various measurements:**
 - 73% rated video *Outstanding*...23% *Good*
 - 10,000 people reached via Facebook
 - 4,7000 views
 - 1,700 engagements
 - Replayed on TV Tacoma 180 times during a three-month period
 - 8,400 Twitter impressions
 - 3,000 LinkedIn impressions





- # Facebook—
- ## Key group shares:
- Port of Olympia
 - Puget Sound Pilots
 - ILWU Local #23

MEASUREMENTS:

9. Social media





Like

Comment

Share



Robert P Healy, Maria Ross Corkern and 27 others

1 Share

6 Comments



Jeannie Beckett Thanks to you Rod and the Port Staff and Commissioners that took time to spend their Saturday with us. It was great to see old friends and catch up. Thanks to the Propeller Club for the great BBQ

Like Reply · 3d



2



Kathy Purdy replied · 1 Reply



Judy Gowen-Hartman Thanks for all you did for us. I had a wonderful time and I look forward to the next time we get together. The food was wonderful too.

Like Reply · 3d



1



Michelle Espinoza Meyer Thank you for everything! It was a wonderful time!

Like Reply · 3d

**Not everything that can
be measured matters.**

**Not everything that can
be measured matters.**

**Not everything that
matters can be measured.**

CONNECTING:

Commissioners to employees







RE-CONNECTING:

Retirees to each other...and the Port



CONNECTING:

Citizens of all ages to the Port



CONNECTING:

Employees to each other





Port centennial video clip

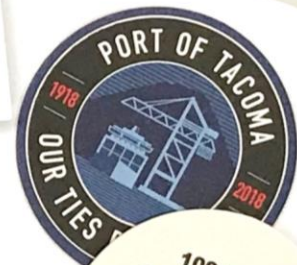
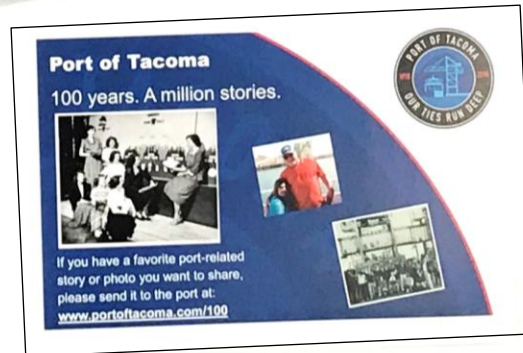
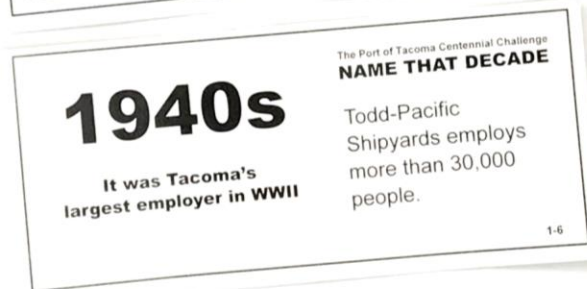
Port centennial video clip: Looking ahead

Do you want a centennial “sample pack”?

Write a comment about my presentation
on the back of your business card and give it to me.



rkoon@portoftacoma.com





Measuring Marketing Communications Effectiveness

Monday, Oct. 28, 2019

*AAPA Communications and Marketing Seminar
Montreal, QB, Canada*

QUESTIONS?



6 to 7:30 p.m.

Reception –

Port of Montréal Cruise Ship Terminal and Grand Quai



For the evening reception, buses will transport seminar participants to the Port of Montréal's stunning Grand Quai, the location of its brand-new new cruise ship terminal, at the heart of the Old Port of Montreal.



**And most importantly the
phone is ringing**

Everyone is happy