



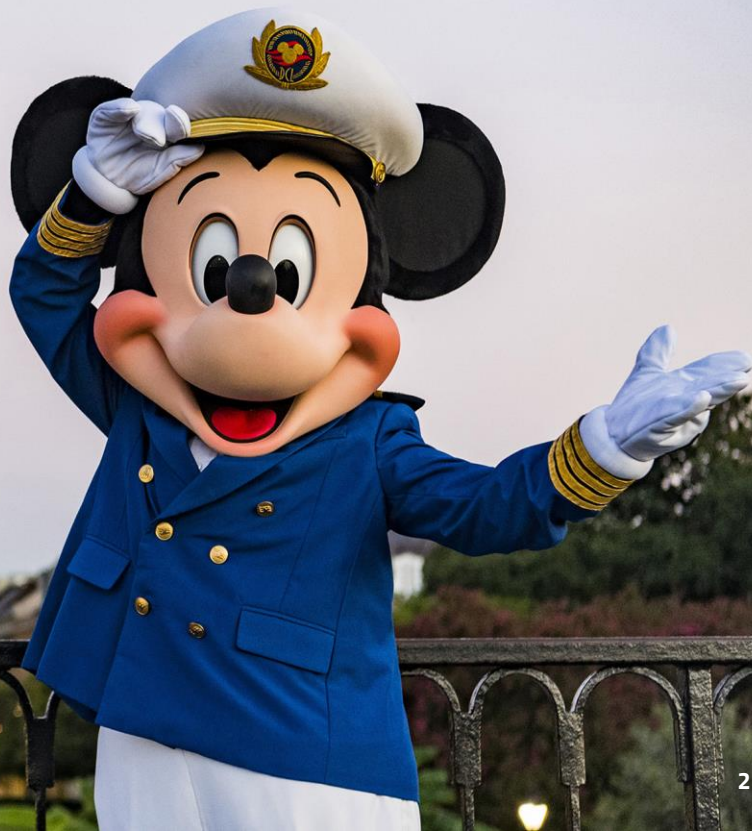
# Maritime Month 2019

**Engaging Internal Stakeholders to Become Brand Ambassadors**  
**AAPA Communications and Marketing Seminar**

Renee Aragon Dolese, Director of Marketing & Communications  
October 28, 2019



"I create  
happiness  
and make  
dreams come  
true!"







An aerial photograph of the Port of New Orleans at sunset. The sun is low on the horizon, casting a golden glow over the Mississippi River and the surrounding industrial and commercial areas. The water reflects the bright light, and the sky is filled with soft, colorful clouds. In the foreground, various port facilities, including docks, piers, and storage areas, are visible. The overall scene conveys a sense of activity and economic vitality.

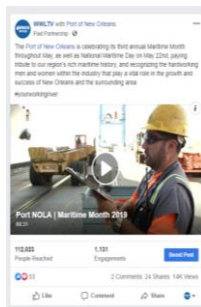
Port NOLA's  
**MISSION** is to drive  
regional economic  
prosperity by  
maximizing the flow of  
industrial trade and  
commerce as a  
modern **Gateway**.

# Port NOLA Maritime Month

**May 22 is National Maritime Day in the U.S.**, an observance of the importance of our nation's maritime industry and the men and women who make it work.

**Maritime Month:** Is our opportunity to extend that sentiment throughout the month of May ***to raise public awareness about the value of the Port and the maritime industry***

An integrated effort using all our available communications channels to tell the port's story.



**Celebrating Maritime Month 2019**

[CLICK HERE FOR MORE](#)

# Maritime Month **Key Messages**

## **Historic Connection:**

The Port & Maritime industry play a vital role in Louisiana's past, present & future success.

## **Jobs:**

Port NOLA activity generates jobs at every skill level, as well as millions of dollars in economic impact.

## **People:**

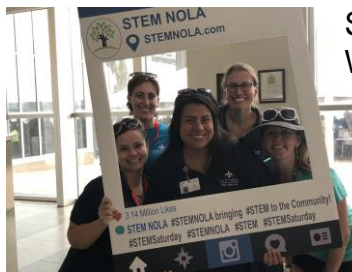
The hardworking men & women play a valuable role in the maritime industry.

## **Common Purpose:**

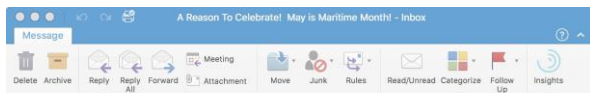
Port employees are key to our economic mission & the work they do contributes to our common purpose of creating jobs and driving the economy.



# Maritime Month for the Internal Audience



Stem NOLA  
Working River Day



A Reason To Celebrate! May is Maritime Month!



**Julie Sholar**

Julie Sholar

Wednesday, May 8, 2019 at 9:23 AM

Show Details

**MARITIME MONTH CELEBRATES YOU!**

**WE WANT TO THANK YOU FOR YOUR WORK THAT MAKES  
SUCH A DIFFERENCE IN OUR COMMUNITY!**

During the month of May, Port NOLA celebrates its third annual Maritime Month honoring the maritime industry and the hardworking men and women who make it a success. This is also our opportunity to celebrate the work you do every day that contributes to our Port mission of creating jobs for Louisiana families.

Throughout May, there will be a variety of events and promotions celebrating Maritime Month. Please join us as we recognize the value of the maritime industry and the people who make it work!

**Here are some opportunities for you to participate:**

**May 12-18** – National Police Week/Harbor Police Appreciation

**May 18** – STEM NOLA Working River Day – A free public event for 3<sup>rd</sup> through 12<sup>th</sup> grade children. 9:00 a.m. to 12:30 p.m. Register a child [here!](#) *This will become a public link at noon. Spots will fill up fast, so please sign up right away!*

**May 22** – Global Maritime Ministries Port Employee Appreciation Lunch at Port Administration Building, 11 a.m.-1 p.m.

**May 22** – Maritime Day Team Photos, Times to be coordinated soon at three locations: Coffee Drive, HPD headquarters and Port Admin building. Each employee will receive special Maritime Month merchandise to sport in the photo!



National Police  
Week/Harbor Police  
Appreciation

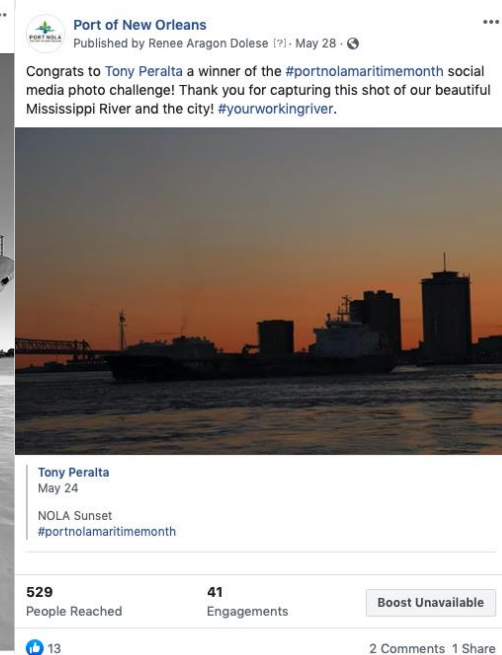
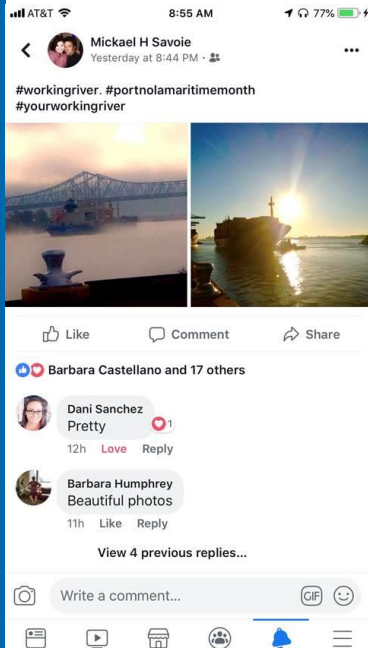


# Maritime Month for the Internal Audience

## Social Media Campaign:

Submit your photos that depict Our Working River and win!

#MaritimeMonth #YourPortYourNola #YourWorkingRiver





# Maritime Day Participation Success!

- Employee group photo shoot with Port NOLA sunglasses!
- Port Worker Appreciation Luncheon in partnership with Global Maritime Ministries.



# | Tactics that **Work**

**Have a clear objective** to engage employees from the beginning.

**Gain early buy-in** from leadership and management.

**Move forward with intent** to tell your story to the internal audience.





**"I create  
jobs and help  
drive the  
economy!"**



#YourWorkingRiver  
#YourPortYourNOLA  
#PortNolaGateway  
Thank You!

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[/NewOrleansPort](#)



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[@PortNola](#)



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