

A one-day meeting to discuss port PR challenges and share information

THURSDAY, MARCH 21, 2019

AAPA Headquarters Board Room
1010 Duke Street, Alexandria, VA 22314

Thursday, March 21, 2019

8:30 – 9:00 a.m.	Registration and Continental Breakfast
9:00 – 9:15 a.m.	Welcoming Remarks and Self-Introductions
9:15 – 10:30 a.m.	<p>Social Media Discussion</p> <p><i>Responses to recent AAPA surveys of port PR personnel suggest a desire to discuss and share information on what port communicators are doing with regard to social media that is strategic, successful and rewarding. The discussion will focus on latest social media trends, popular platforms, and most effective types of posts and uses of images, videos, hashtags, links and tags.</i></p>
10:30 – 10:45 a.m.	Mid-Morning Break
10:45 a.m. – 12:30 p.m.	<p>Social Media Discussion (continued)</p> <p><i>In continuing the discussion on social media uses at ports, participants will finish talking about any leftover topics from the earlier session and then focus on social media as a part of the port's overall communications strategy, best practices and case studies in social media measurements and analytics.</i></p>
12:30 – 1:30 p.m.	Lunch
1:30– 3:00 p.m.	<p>Oral and Written Presentations, Storytelling Discussion</p> <p><i>In this 90-minute session, we'll discuss and share information on what port communicators are doing with regard to making effective written and oral presentations, and how/when to employ storytelling to help illustrate concepts with emotive appeals. Participants will also discuss what factors make particular presentations successful, and when/how to use storytelling techniques.</i></p>
3:00 – 3:15 p.m.	Mid-Afternoon Break
3:15 – 5:00 p.m.	<p>Time Management Techniques Discussion and Other Topics</p> <p><i>We'll finish the day by sharing information on what are best practices with regard to effectively managing time to increase a communications professional's work productivity. Other topics of interest may also be discussed during this final session of the meeting.</i></p>
5:00 p.m.	Meeting Adjourns