

Getting the Most BANG! From Your Communications Tools

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Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

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Return on Investment

As we think about the ROI for the tools we employ and the money that we invest, there are a number of considerations:

- The Economy
- Budget Cuts
- Limited Human Resources
- Technology: Emphasis on Social Media
- Lack of Support

Resiliency Despite External Factors

“The leadership planning and communication skills called forth in leaders during relatively static periods differ from the skills needed to plan during crisis.” -Kevin Nourse

- Rapidly changing conditions
- Inconsistent or inadequate sources of reliable information
- The need to respond quickly
- Greater stakeholder scrutiny of decisions

Getting the Most BANG for your Buck!

Despite these challenging times, we can achieve great results

- Be Strategic, Communicate the smartest
- Stay focused – One theme, one message
- Build a strong foundation and collateral materials
 - Talking Points
 - Fact Sheets
 - Stump Speech
- Repeat, repeat, repeat
- Be Creative, Innovative
- Use human resource capital – Everyone (not just PR staff) is “singing off the same sheet of music”

Tools

AAPA has used lots of tools despite a LIMITED budget!

- Messaging Workshop – Staying on Message
- Collateral Materials/Kit Folders
- Website/Microsite
- Influencer Outreach - Building Strategic Relationships
- Deskside Media Briefings, Editorial Board Meetings
- Pitching/Placing Op Ed
- Blogging
- E-mails, stories in newsletter – repeat, repeat, repeat
- Speeches in front of new audiences
- Exhibiting/Giveaways
- Free Ads When Possible

Tools We Would Like to Employ

There are a number of tools we are exploring for the future:

- Social Media – Blogging, Twitter, other
- Port Tour
- More speaking engagements outside of our “circle”
- Byline articles
- “Swiss Cheese” Op Ed