



AAPA
SEATTLE

100TH

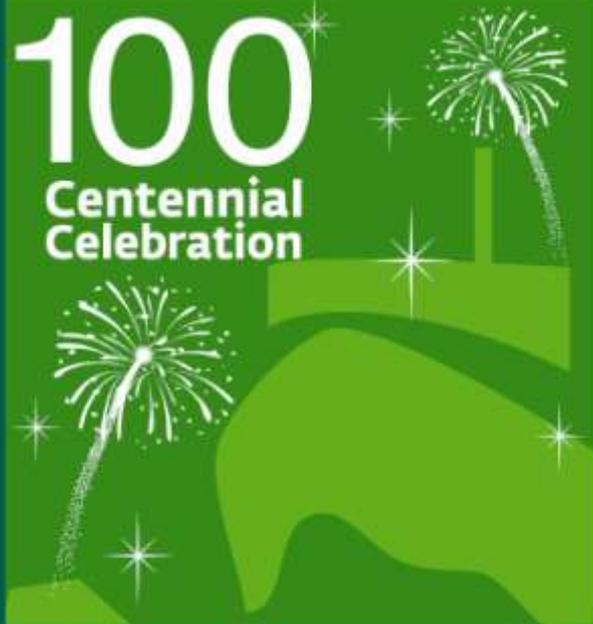
Convention

SEPT. 11~15, 2011



100

Centennial
Celebration



Port of
LONG BEACH
The Green Port

APA
ATTLE



Convention
SEPT. 11-15, 2011

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Innovative Approaches to Port Communications

Heather Morris

Port of Long Beach

Director of Communications and Community
Relations



Tell a compelling story. Why?

If you don't tell your
story, who will?



Are you good? Bad?

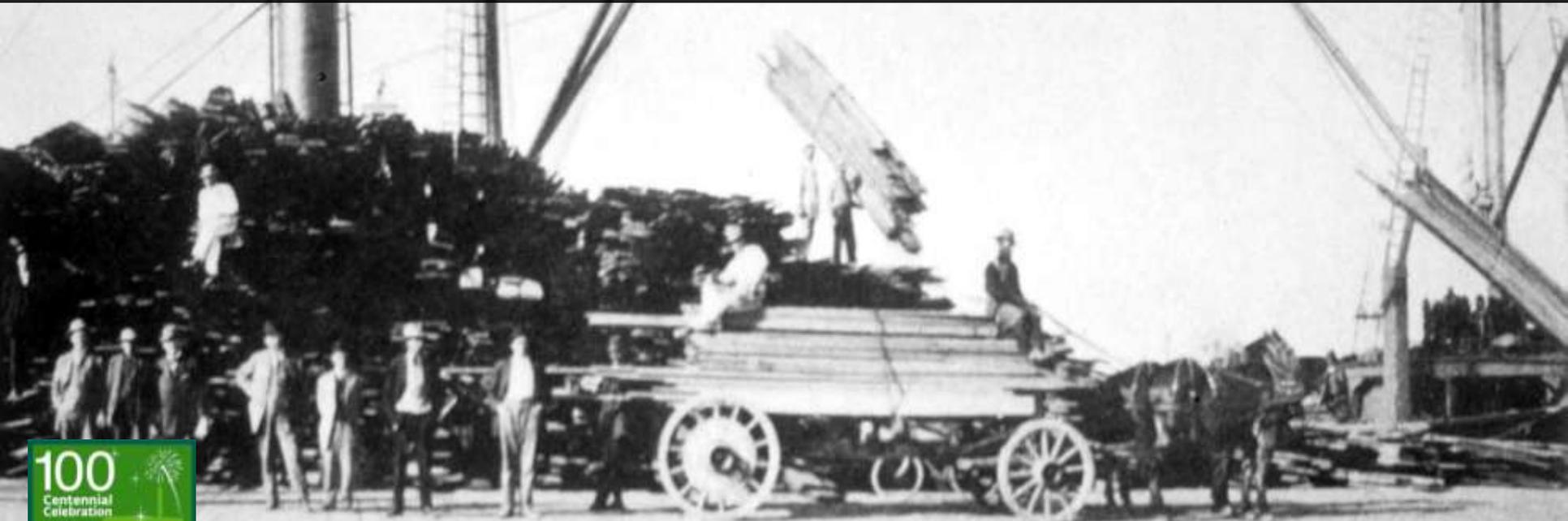


Inform and Engage

Project a positive image
to grow business and
build support.



Build Pride, Support



Port of Long Beach opened 100 years ago, creating a hub for jobs

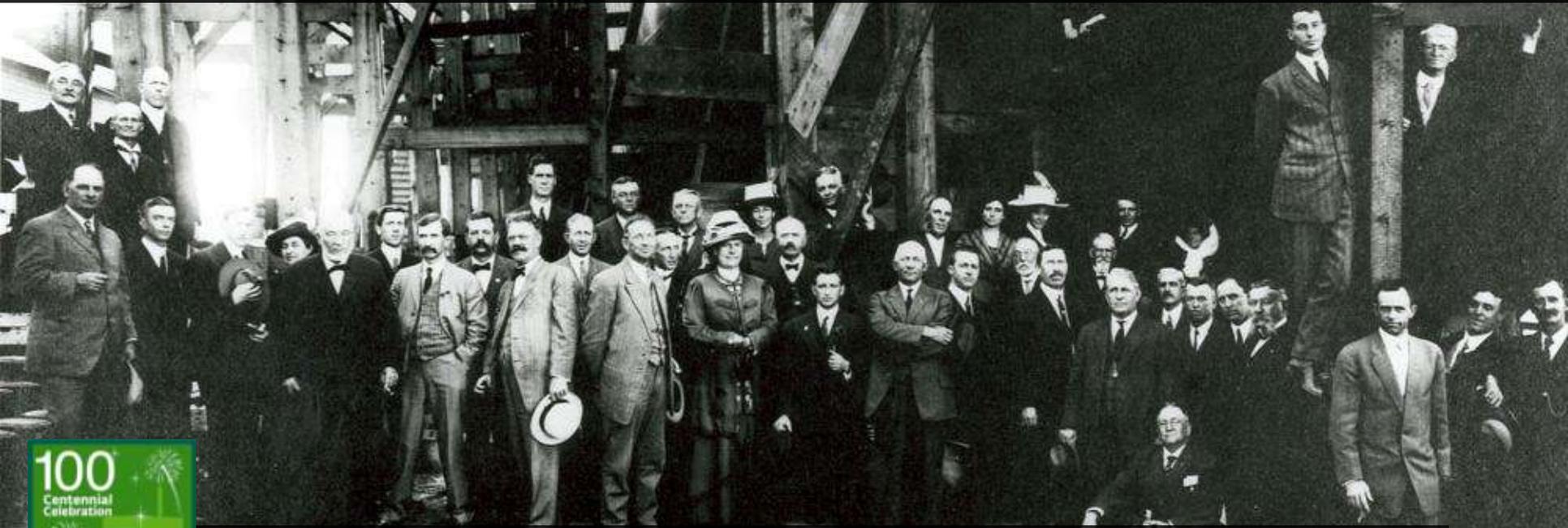


Engage All Stakeholders

Residents, customers,
employees, longshoremen,
government officials...



Use Key Messages



“Remember and recognize those who created the Port as jobs center.”



...and Non-Verbal Messaging



Driving the economy for 100 years –
and the journey has just begun.

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SEPT 21-18, 2011

Employ the Entire Tool Box

News releases, newsletters,
advertising, promotional
items, YouTube, Facebook,
Twitter...



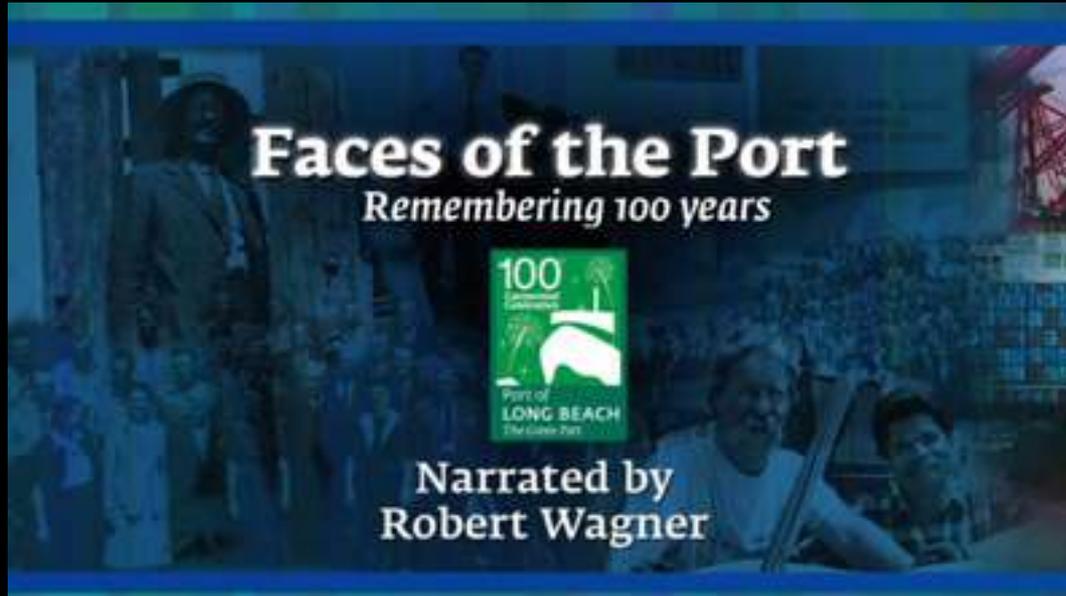
...Print



Repeat themes in books, brochures, cards, calendars...



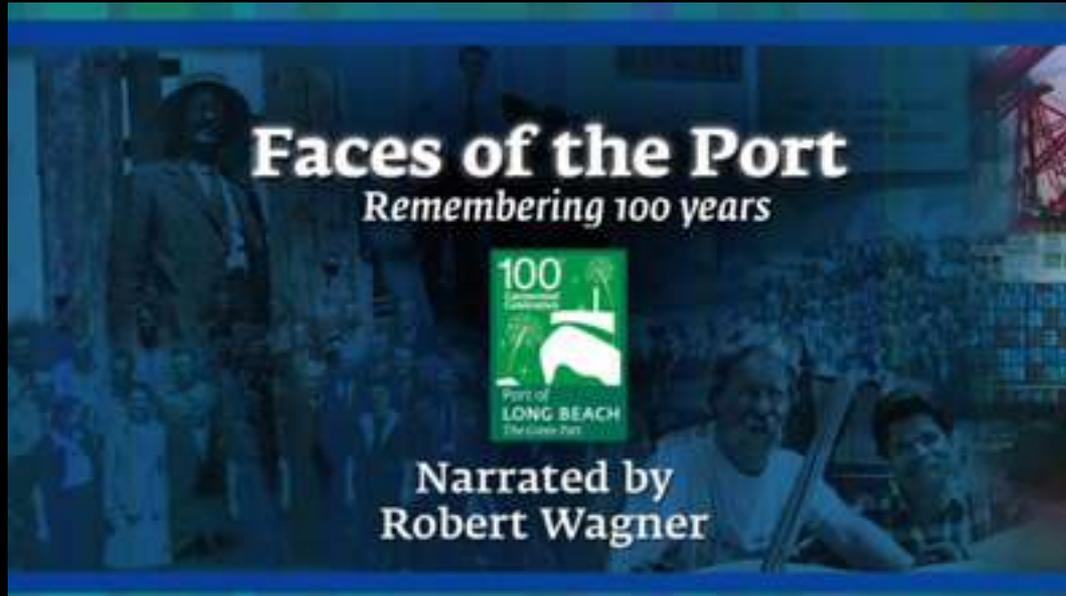
...Video



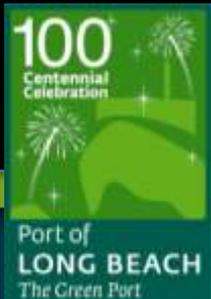
...Documentary history film,
employee “moments,” YouTube...



...Video



...Documentary history film,
employee “moments,” YouTube...



PORT OF LONG BEACH CENTENNIAL FORUM



SHARE YOUR STORIES

WEDNESDAY, MARCH 30, 2011

Video of Elvis at the Port

The kind folks at the USS Potomac museum in Oakland sent us a link today to the website of an Elvis fan



... Centennial blog, web site, Facebook, Evite...



Go Talk to People

Boat tours, community events,
neighborhood presentations,
Port-hosted activities...



...Public Events



...Centennial State of the Port,
Partners recognition, golf tourney...



...Public Celebration



... Centennial Birthday Party attended by 5,000 visitors...



...Taking Pride in the Port



Congratulations from

OKTA

... Hundreds of visitors shared memories and congratulations...



Evaluate Your Results

92% of attendees surveyed had “good” or “excellent” experience at event.



What Did People Think

“Excellent job! I’m proud to live in Long Beach.”



Lessons Learned

- Update, expand “tool kit”
- Remember the “basics:”
newsletters and face-to-face meetings





AAPA
SEATTLE

The logo is contained within a dark teal square with a thin white border. The text 'AAPA SEATTLE' is in white, bold, sans-serif font. A green ribbon graphic is draped over the 'A' and 'P' of 'AAPA'. Below this, the number '100' is rendered in a large, green, stylized font where the two zeros are interlocking. A small 'TH' is positioned to the upper right of the second zero. At the bottom of the square, the word 'Convention' is written in a white, cursive script, and the dates 'SEPT. 11~15, 2011' are in a white, bold, sans-serif font.

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