

Public/Government Relations Workshop

Proactively Pacing Your Public/Government Relations Program and Measuring Results

June 24-25, 2014

Toronto Marriott Bloor Yorkville • Toronto, Ontario

While most ports and related organizations have developed public and government relations programs to reach out to their key constituents, some programs are more robust and strategic than others. Communications effectiveness can be directly linked to a proactive plan that first considers how specific audiences may perceive the organization's messages and activities, then follows through to evaluate the outcomes and adjust the plan as needed. In this workshop, you'll hear from a host of public and government relations experts to get some great advice on everything from developing key messages and interviewing for television, to communicating with community activists and government leaders, then evaluating the outcomes. The workshop will culminate with a half-day, facilitated session on writing an effective communications plan for use for public or government relations outreach.

*In advance of the PR/GR Workshop, the AAPA Public Relations Committee will meet from 4:30 p.m. – 6:30 p.m. on Monday, June 23, in the **Rosedale Room** at the conference hotel. Attendance is optional, but the meeting is open to all and is not restricted to PR Committee members.*

Tuesday, June 24

8:00 – 8:30 a.m.
(High Park Ballroom Foyer)

Registration and Continental Breakfast

8:30 – 8:45 a.m.
(High Park Ballroom)

Welcome and Opening Remarks

Speakers:

*Angus Armstrong
Harbour Master & Chief of Security
Toronto Port Authority*

*Kurt Nagle
President & CEO
American Assn. of Port Authorities
Alexandria, VA*

8:45 – 9:00 a.m.
(High Park Ballroom)

Icebreaker Exercise

As a fun warm-up for the workshop, participants were asked in advance to submit a childhood photo of themselves, age 3 or older, which will be projected for the audience. Audience members will be asked to identify the adult version of the person in the photo. Prizes will be awarded to the first person who can correctly identify the workshop participant shown in the photo.

Moderator:

*Aaron Ellis
Public Affairs Director
American Assn. of Port Authorities
Alexandria, VA*

Tuesday, June 24 *(continued)*

9:00 – 10:30 a.m.
(High Park Ballroom)

Tips on Developing Effective Public Relations & Public Affairs Issues Awareness Plans

Participants in this session will learn important techniques for developing an effective public relations or government relations awareness plans. The focus will be on developing plans that:

- *Outline an organization's goals, objectives, strategies, tactics and measurement metrics on a specific timeline and budget through a well-reasoned, research-based foundation.*
- *Can be written for a wide array of applications, such as building awareness of a brand, setting the agenda around an important issue, launching a new product or service, or almost any specific goal you have for engaging with key audiences.*
- *Sets a road map for your team to achieve consensus and support from influencers and decision makers.*

Moderator:
Mary Beth Long
Senior Communications and
Marketing Specialist
American Assn. of Port Authorities
Alexandria, VA

Speakers:
Larissa Fenn
Manager, Public Relations &
Communications
Hamilton Port Authority
Hamilton, ON, Canada

Kevin McCann
Partner
NATIONAL Public Relations
Halifax, NS, CANADA

10:30 – 10:45 a.m.
(High Park Ballroom Foyer)

Break

10:45 a.m. – Noon
(High Park Ballroom)

Strengthening Your Public Affairs Outreach Efforts

Whether your audiences are policymakers, policy influencers, media or the public at large, you need to know how best to reach these audiences and the extent to which your outreach efforts are paying off. In this session, Derek Raymaker – a seasoned government relations strategist – will discuss effective techniques for advocating your organization's policy issues, and for measuring the success of those efforts.

Moderator:
Tim Heney
CEO
Thunder Bay (ON) Port Authority

Speaker:
Derek Raymaker
President
D# Communications, Inc.
Toronto, ON CANADA

Noon – 1:15 p.m.
(Summerhill & Rosedale Rooms)

Lunch

Tuesday, June 24 *(continued)*

1:15 – 2:45 p.m.
(High Park Ballroom)

*This session
sponsored by:*



**Developing a Digital Communications Plan and
Analyzing Your Online Presence**

Kevin McCann focuses on creating memorable and strategic digital experiences for clients across multiple sectors. Through case studies and lessons learned, he will discuss implementing a digital communications strategy and agenda at ports, including how to integrate tactics of digital – including social, mass email, website and mobile – across the complete spectrum of port communications. In this session, participants will learn what’s important to cover in any digital communications plan, how to organize for success, and how to measure the impacts of digital efforts. Mr. McCann provides digital counsel and guidance to ports in Atlantic Canada and beyond.

Moderator:
Heather Labonté
Digital Media Consultant
Phoenix PR
Toronto, ON, CANADA

Speaker:
Mr. McCann

2:45 – 3:00 p.m.
(High Park Ballroom Foyer)

Break

3:00 – 5:00 p.m.
(High Park Ballroom)

Creating Proactive Community and Government Relationships

The session will focus on creating excellent community and government leader relationships vs. simply providing these important constituencies with information about the organization. In this session, a panel of experts will share tips and best practices on how to turn community and government relations into community and government relationships.

Moderator:
Wendy M. Zatylny
President
Assn. of Canadian Port Authorities
Ottawa, ON CANADA

Speakers:
Paula Copeland
Manager, Corporate Communications
& Governance
Saint John (NB) Port Authority

Paul Matthews
Community Affairs Manager
Port of New Orleans

6:00 – 7:00 p.m.
(Yorkville Room)

Evening reception hosted by

**Toronto
Port
Authority**

**Administration
Portuaire
de Toronto**

Wednesday, June 25

7:30 a.m. – 8:00 a.m.
(High Park Ballroom Foyer)

Continental Breakfast

8:00 – 9:30 a.m.
(High Park Ballroom)

First Half of Exercise: Controlling the Narrative in Broadcast Media Interviews

While most media interactions require interviewees to be skilled, confident and have a good handle on the issues and counter-arguments, video interviews may be the most challenging. This is because facial expressions and body movements are on display, while questions posed by broadcast media may be designed to provoke emotional responses. Particularly in live broadcast sessions, the interviewee's answers must be concise, articulate and non-defensive, while hopefully causing the viewer to agree with his or her position.

In this first half of the morning-long exercise, participants will learn valuable tips and techniques for taking control of broadcast interviews and how to avoid many interview 'sins.'

Introduction:

*Michael Gold
Director of Communications &
Community Relations
Port of Long Beach*

Speaker and Video Training Coach:

*Scott Summerfield
Partner
SAE Communications
Pleasanton, CA*



9:30 – 9:45 a.m.
(High Park Ballroom Foyer)

Break

9:45 – 11:30 a.m.
(High Park Ballroom)

Second Half of Exercise: Controlling the Narrative in Broadcast Media Interviews

In this second half of the interview training exercise, several audience members selected in advance of the workshop will have the opportunity to be interviewed on a subject of their choosing and have their interview critiqued by both the facilitator and the audience.

Speaker and Video Training Coach:

Mr. Summerfield



11:30 a.m.
(High Park Ballroom)

Wrap-up and Adjourn
