

CAMILO GEORGE DÍAZ
PORT OF SANTA MARTA

COMMUNICATIONS AND PUBLIC RELATIONS AT A TERMINAL
LOCATED IN THE HEART OF THE MOST BEAUTIFUL
COLOMBIA 'S BAY



Good afternoon to all present. My Name is Camilo George, Head of Communications of the port of santa marta. colombia. Thank you for the opportunity you have given me to share some information from our port and especially about what we are doing in communications. I do not speak really good English, but I will do my best effort. our port is located in the heart of the city, thus we are greatly committed with the surrounding communities and the environment as a whole, and being able to transmit the commitment we have is only possible through external communications and public relations, precisely what I come to share with you today.

Port location



Sociedad Portuaria de Santa Marta is located in the north of Colombia, in Santa Marta. It is a City with 400 thousand people, facing the Atlantic Ocean and on an emblematic area of the world because of its biodiversity. We are next to the National Park Tayrona, Colombia's "Ambassador National Park" to the outside world.

-First of all, let me place you on a map and show you there were our country and our port are located. As most of you know, Colombia is located in the northwestern part of South America. Our currency is the Peso – and santa marta, the city where we are located is at the north of our country, in front of the caribbean sea, [an emblematic area of the world because of its biodiversity. We are next to the National Park Tayrona, Colombia's "Ambassador National Park" to the outside world.](#)

PORT OF SANTA MARTA

WHO ARE WE?

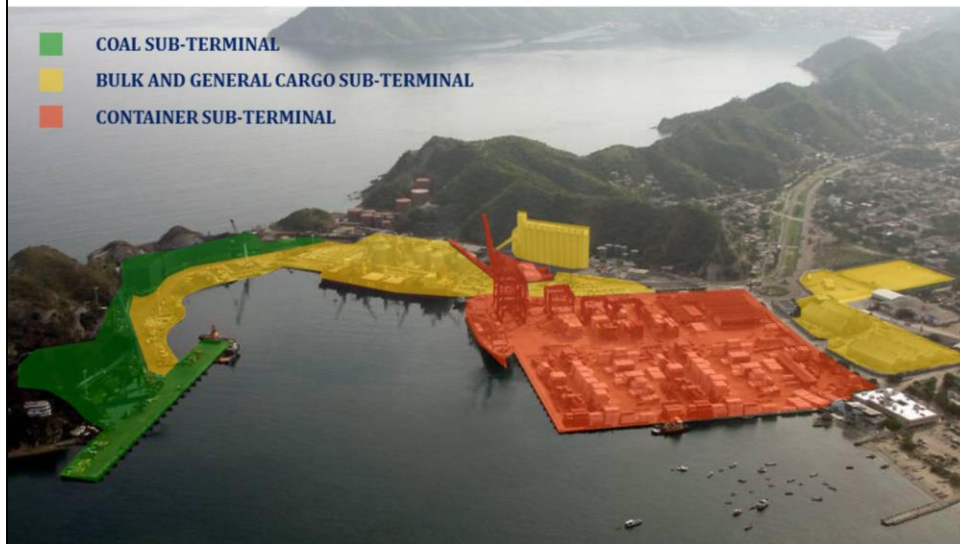
- The Port Authority of Santa Marta (SPSM) began operations in 1993 under a concession granted by the Colombian Government initially for 20 years and later extended until 2033.
- It has established important alliances with partners such as SSA Marine.
- SPSM has invested more than \$162 MM USD in the Port of Santa Marta.



-And who are we? Our port entered into the privatization decreed by the Colombian government in 1991. The Port of Santa Marta started operations in 1993 under a concession initially granted for 20 years and in 2010 extended until 2033.

-We have established important alliances with partners such as SSA International, the largest port operator of containers worldwide. At our terminal, we have invested approximately \$162 Million USD and we have an important competitive advantage by being a deep-water port with a natural draft of 60 feet in depth.

Our Port



-This is our port...

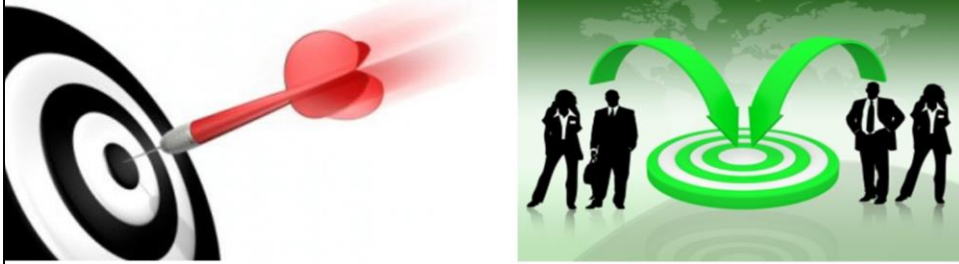
-It is a multipurpose Terminal divided into 3 big sub-terminals: the Container Sub-terminal in orange, Bulk and General Cargo Sub-terminal in yellow and the Coal Sub-Terminal in green.

-At SPSM, we have made commitments both in the present and the future to contribute to competitiveness and prosperity in the region.

-We generate 562 direct jobs and 8,000 indirect jobs.

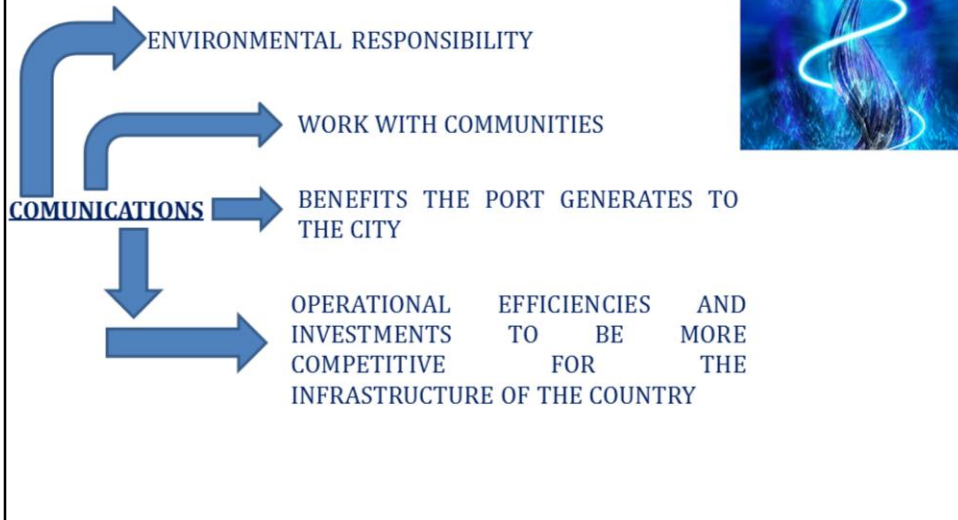
PUBLIC RELATIONS AND COMMUNICATIONS

Objective: Show our guests and the colombian public opinion that the Port of Santa Marta is committed to safety and efficiency in favor of colombian foreign trade. A terminal social and environmentally committed to the city of Santa Marta, where we operate.



Which is our essential objective with communications and public relations? Definitely Show our guests and the colombian public opinion that the Port of Santa Marta is committed to safety and efficiency in favor of colombian foreign trade. A terminal social and environmentally committed to the city of Santa Marta, where we operate.

**OUR COMMUNICATIONS WORK
IN FOUR DIMENSIONS**



In the port of Santa Marta we assume communications as a determinant factor of port operations, being these the means to share with the public and focused basically in four dimensions: 1) environmental responsibility through the sustainable environmental operations we develop by sending a message that we are a port concerned in preserving our environment; 2) working with the underprivileged communities, which is done through our social foundation that annually receives 5% of our profits for social projects; 3) the benefits generated by our port such as employment generation, economic income for the city in taxes, among others, and 3) the operational efficiencies and investment in infrastructure of the country, generating large contributions by selling the image of an efficient, safe and reliable terminal... These 4 dimensions are equally important, in whatever order they are presented in the page, and all this may be informed through communications.

WHICH MEDIA DO WE USE



← TV NOTES

Santa Marta, 05 de diciembre de 2013



ARRIBO AL PUERTO DE SANTA MARTA EL BUQUE DE GRANEL MAS GRANDE Y CON MAYOR CARGA EN TODA LA HISTORIA DEL PAIS



← WRITTEN COMMUNICATIONS



La motonave Santa Úrsula, de bandera Panameña, cargada con 55 mil toneladas de maíz procedente de Brasil, con unas dimensiones de 200 metros de largo x 35 metros de ancho, amó al Puerto de Santa Marta convirtiéndose así en el buque de granel sólido limpio más grande y con mayor carga en arribar a un puerto de servicio público en la historia de Colombia.

← NATIONAL JOURNALISTS

And actually, which media do we use to get to the outer public??? Television notes, written communications to the press, invitations to national and international journalists to get to know our port. the person listed below for example is dario arizmendi the most important journalist of radio in Colombia and work for caracol radio. We invite important journalists from our country to our the port o santa marta, this is a good way to generate public opinion...

WHICH MEDIA DO WE USE

The screenshot shows a website layout with three news articles on the left and a social media icon collage on the right. A green arrow points from the text 'DIGITAL COMMUNICATIONS' to the news articles. Another green arrow points from the text 'SOCIAL NETWORKS' to the social media icon collage.

DIGITAL COMMUNICATIONS

SOCIAL NETWORKS

Articles shown:
1. Barranquilla International Terminal Company -BITCO- inició operaciones en Barranquilla [Seguir leyendo...](#)
2. SMITCO y BCT a la vanguardia en operación de contenedores en Colombia [Seguir leyendo...](#)
3. Fundación Sociedad Portuaria en convenio con ACR adelanta recuperación de bulevar en comunidad vecina [Seguir leyendo...](#)

VIDEO PUERTO DE SANTA MARTA

Social media icons include: LinkedIn, Facebook, YouTube, Twitter, Instagram, and others.

Also we use social network, digital communications and advertising in mass media with the most important news of our port, and recently, in the name of our CEO, we are in twitter, which has been very rewarding as this network has provided us the opportunity to connect with many ports in the world through messages or a picture!!!

¿WHAT HAVE WE ACCOMPLISHED?



But I have learned that images speak much more than words... For this reason, I want to invite you to watch a short video telling what we have accomplished in our country in matters of communications and the task we undertake day by day, assuming that communications are for corporations what the sea and the river are for ships: a great highway to arrive at without borders allowing to have access to other people... let us see...

¡THANK YOU!

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Only remains for me to thank you once again for this opportunity you have given me, and now I may tell you that in Santa Marta, Colombia, you have another friend, and you are cordially invited to visit our port and obviously our city, one of the oldest cities of the Americas... there we may show you the natural beauties we have as the Tayrona Park and many crystal clear beaches... I give you my e-mail and mobile number, I also invite you to follow us in twitter with the user name @gerentepuerto and it would be great if you will take advantage of these spaces to strengthen the alliances with the communications directors of other ports of the continent, getting to know what strategies they apply and so be able to complement each other... Communications strategies at ports must be as the free trade agreements, no borders at all... thank you very much