



# COMMUNICATIONS AWARDS PROGRAM

## Effective Communications Strategies for Special Events



**St. John's Port Authority  
50<sup>th</sup> Anniversary**



**Port of Grays Harbor**  
*On Washington's Pacific Coast*

**4<sup>th</sup> Grade Tour Program**



**Harbor Improvements Plan  
Media and Community Roll-out**

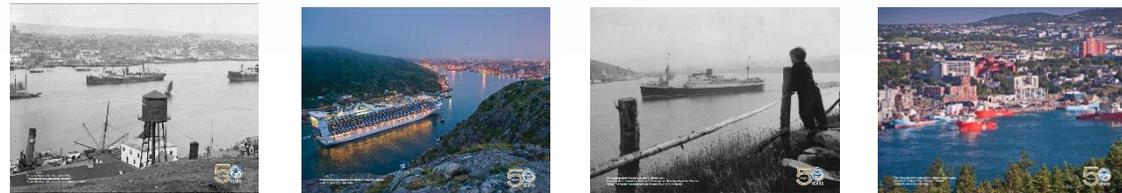
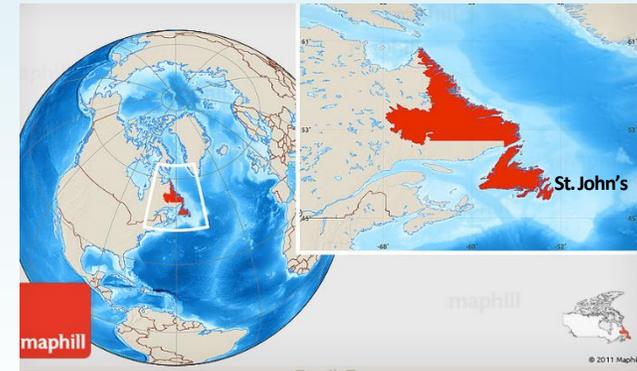
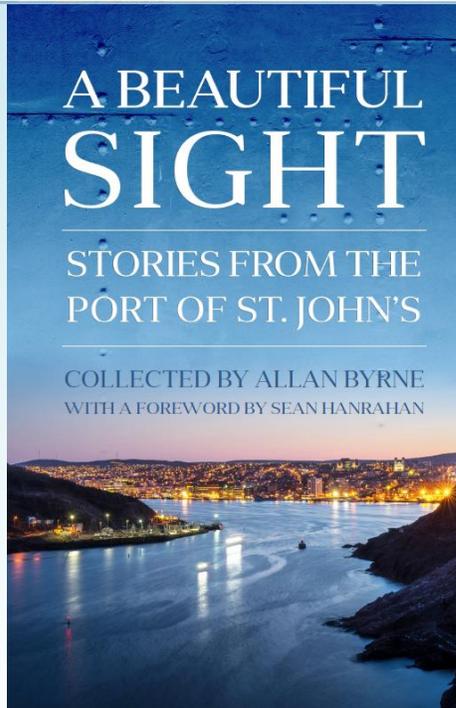


# COMMUNICATIONS AWARDS PROGRAM



## St. John's Port Authority 50<sup>th</sup> Anniversary

Bob McCarthy  
Vice President, Development





2016

**COMMUNICATIONS AWARDS PROGRAM**

**St. John's, Newfoundland & Labrador, Canada**





## Project Objectives

- Commemorate and celebrate the 50<sup>th</sup> anniversary of the Port of St. John's;
- Highlight the historical significance of the Port and share its story;
- Promote the substantial economic role it continues to play to this day; and,
- Enhance the public perception of the Port Authority.





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## Actions Taken and Communications Outputs

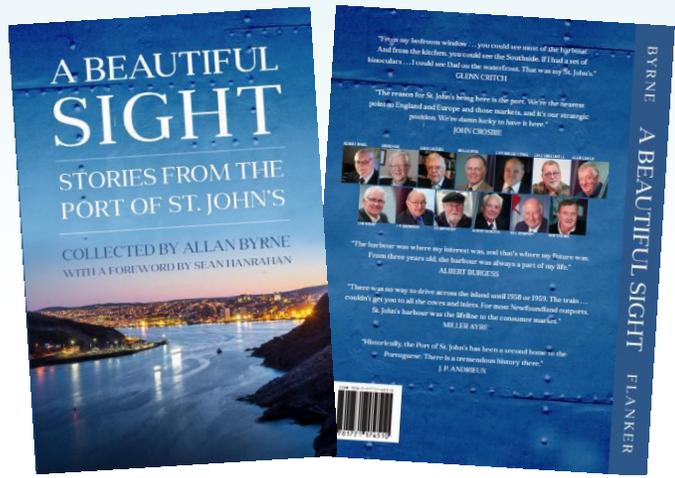
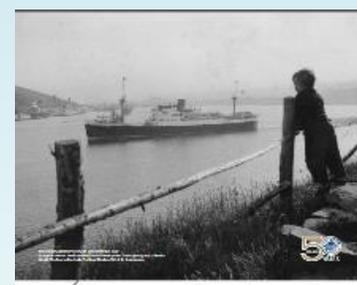
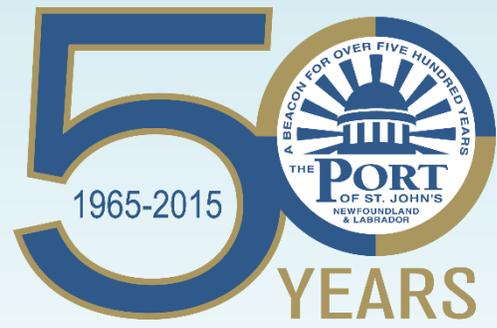
A BEAUTIFUL SIGHT

50 YEARS

AUDIO INTERVIEWS

Click an interview to hear the story!

BOB HANIS, DAVID FOX, JOHN CROSSIE, PAUL ROBERT ANDERSON, MILEY ATYD, GLEN CRITCH, LYN EDWARDS, CHRIS SWANVILLE





## **Outcomes and Evaluation**

Q. Did we achieve our stated objectives and what metrics were considered to determine this?

- Special Commemorative Book Launch Event;
  - followed by very positive book reviews by various media outlets
- Book Sales were measurable
- Increased visitation to the primary site: [www.sjpa.com](http://www.sjpa.com)
- Increased visitation to the companion website: [www.abeautifulsight.ca](http://www.abeautifulsight.ca)
- Continued to receive positive feedback from the public, port users and government officials (at various levels)



Washington Coast Port Locations  
in comparison with Port of Grays Harbor





## Objectives:

- Educate the 800+ 4<sup>th</sup> grade students throughout Grays Harbor County about the important role their Port plays in the economic stability of where they live
- Reach the 100+ teachers and adult chaperones that accompany the students each year and provide them with facts and useful information about the Port that they can then share with their colleagues, friends and families
- Recognize the financial resource limitations of the schools and the Port and find partners to financially support the cost of transportation for the school district





## The Program:

- Curriculum
- Transportation
- Port overview presentation
- Tour of marine terminals and industrial properties
- Map activity
- Quiz for prizes
- Goodie bags





## Outcomes:

- Growth/Success of the Program
- Positive Feedback
- Community Awareness





# COMMUNICATIONS AWARDS PROGRAM



## Harbor Improvements Plan Media & Community Roll-out

Ellen Kennedy  
Assistant Director of Business  
Development/Communications





## Challenges:

How do we celebrate a milestone victory, while communicating the need for continued support?

## Objectives:

- To generate media interest
- To make supporters feel appreciated
- To recognize elected officials for their efforts
- To create excitement for the project
- To promote the Port for business development





## Actions:

Lay the Groundwork – This took years!

Outreach – Ongoing. Hands-on. Accommodating Fun.

Media – Press releases, editorial, social media





# Actions for Roll-out

Theme – “Next Steps”

Select a date

Spread the word

Speakers

Media Follow-up





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## Results

Continued Support

Media Awareness

DC Mission

WRDA Bill – We're In!





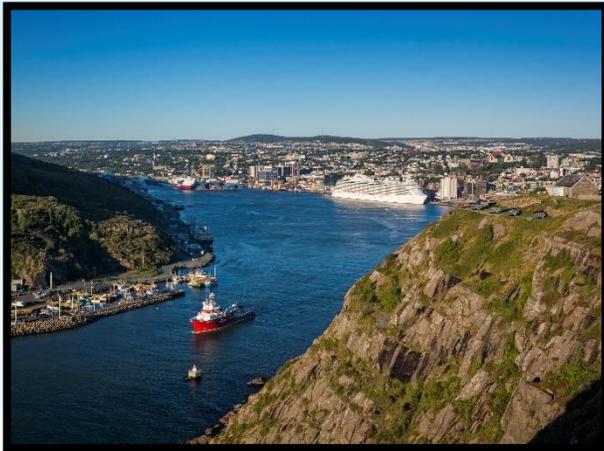
## Special Event Planning Tips

1. Start Project Planning Cycle Early!
2. Conduct Research
3. Have a clearly defined set of objectives
4. Keep your objectives and audience in mind
5. Define how you will measure success
6. Post-event Review





# Questions?



# THANK YOU!





AAPA 2016

NEW ORLEANS