

Communications and Marketing Seminar

A 2-day program combining panel presentations, interactive discussion and instructor-led exercises covering topics vital to maritime industry PR, advertising and carrier/cargo/passenger/real estate marketing professionals.

October 28-29, 2019

Port of Montréal Headquarters Building

2100 Pierre-Dupuy Ave., Wing 1 • Montréal, QC H3C 3R5 • Canada

Monday, October 28

7:45 – 8:15 a.m.

Registration/Continental Breakfast

8:15 – 8:45 a.m.

Welcome and Opening Remarks

Sophie Roux, Vice President, Public Affairs, Port of Montréal

Chris Connor, President and CEO, AAPA

Amy Miller, MED Committee Chair, Port Director, Port of Pensacola

Melanie Nadeau, PR Committee Chair, Communications Director, Port of Montréal

8:45 – 9:15 a.m.

Partnering for Awareness, Economic Development and Prosperity

Standing out in a crowded marketplace is a business requirement for increased stakeholder and customer awareness, sales and success. Recognition and success also help when advocating to governing bodies for favorable policy and funding decisions. Hear a case study on how Montréal's Cargo M is developing synergistic partnerships and using combined outreach to raise stakeholder, government and public attention to its prominence as a freight logistics and transportation sector leader.



Speaker:

Mathieu Charbonneau, MBA, Executive Director, CargoM, Montréal (QC), Canada

Monday, October 28 (continued)

9:15 – 10:45 a.m.

Case Studies on Corporate Branding

Establishing a unique and easily understood corporate brand requires a commitment to a long-term plan for marketing and public relations consistency. Focusing on the future, while managing day-to-day operations, helps focus on quality, orient employee energy and drive the organization toward a shared vision. In this session, you'll learn from case studies how a corporate brand influences the core of its employees as much does its customers and the community it serves.

Moderator:

Marie-Chantal Savoy, Vice-President, Strategy and Communications, LOGISTEC Corporation, Montréal (QC), Canada

Panelists:

Monika Cote, Manager of Corporate Communications, Port of Prince Rupert, (BC), Canada

Jade Davis, Vice President, External Affairs, Port of Cleveland (OH)

Jenifer Barsell, Director, Marketing & Communications, Port of San Diego (CA)

Becky Haycox, Marketing & Communications Specialist, Port of Hueneme (CA)

Cam Spencer, Public & Government Relations Manager, Port of Hueneme (CA)

10:45 – 11:00 a.m.

Break11:00 a.m. –
12:00 Noon**Engaging Internal Staff to Become Brand Ambassadors**

An organization's greatest assets are usually its employees. Port leaders who invest in, empower and engage with their staff through strategic internal communications can build dedicated, credible, long-term brand ambassadors. You'll hear case studies in this session of ports that have done just that.

Moderator:

Daniel Pennington, Speaker Training Coach, Pensacola (FL)

Panelists:

Renee Aragon Dolese, Marketing and Communications Director, Port of New Orleans (LA)

Jen Choi, Manager, Graphics & Creative Arts, Port of Long Beach (CA)

12:00 – 1:15 p.m.

Lunch and Presentation: The Art of Storytelling**Luncheon Speaker:****Mr. Pennington****Introduction by Amy Miller, MED Committee Chair**

Monday, October 28 (continued)

1:15 – 2:30 p.m.

Invoking Emotive Stories That Connect With Your Audience

During staff conferences, at community gatherings, on international sales calls, and even meetings with government officials, we may treat our audiences to endless, data-filled dialogue and PowerPoint slides without including compelling, emotional stories about those who benefit from our ports. In this interactive exercise, you'll first get great tips on connecting with your audience and balancing your narrative, then you'll practice preparing and telling a story as you would to a friend.

Facilitator:

Mr. Pennington

2:30 – 2:45 p.m.

Mid-Afternoon Break

2:45 – 4:00 p.m.

Using Research to Inform Communications & Marketing Strategies

Gathering vital evidence of your target audiences by conducting thorough and well-considered research should be a critical component in every marketing communications plan. Too often, communications professionals rely on gut feelings instead of informed decisions shaped by solid research. In this session, you'll learn that doing good research doesn't always have to be expensive. The key is to know what information is needed, and how best to obtain it, to ensure your research results in a strategy that meets your SMART (Specific, Measurable, Achievable, Realistic and Time-bound) objectives.

Moderator:

*Ellen Kennedy, Asst. Director, Business Development/Communications,
Port Everglades (FL)*

Panelists:

*Bethany Welch, Senior Comm. Manager & Business Outreach,
North Carolina State Ports Authority*

Lauren McCormick, Public Affairs Manager, Port Freeport (TX)

Marilyn Sandifur, Spokesperson & Media/PR Specialist, Port of Oakland (CA)

4:00 – 5:15 p.m.

Measuring Marketing Communications Effectiveness

Gauging communications impacts is an important aspect of marketing campaigns and other outreach activities. Measurement brings accountability into the picture, ensuring that if what you're doing doesn't prove to be effective and worth the investment of time and money, you'll have the evidence you need to change course. Hear case studies of effective impact measurement efforts to get great ideas on how you can analyze the results of your communications programs.

Moderator:

*Alissa Shay, Business Development Manager, Satsop Business Park,
Port of Grays Harbor (WA)*

Panelists:

*Yves Gilson, Director, Marketing and Cruises, Montréal Port Authority (QC),
Canada*

Rod Koon, Communications Senior Manager, Port of Tacoma (WA)

Monday, October 28 (continued)

6:00 – 7:30 p.m.

**Reception –
Port of Montréal Cruise Ship Terminal and Grand Quai**



For the evening reception, buses will transport seminar participants to the Port of Montréal's stunning Grand Quai, the location of its brand-new new cruise ship terminal, at the heart of the Old Port of Montreal.

Tuesday, October 29

8:30 – 9:00 a.m.

Continental Breakfast and Networking

9:00 – 10:30 a.m.

**Stakeholders, Shareholders and Partners:
Communicating Differently With Different Audiences**



Communicating with external audiences shouldn't be a "one size fits all" endeavor. External audiences include paying customers (shareholders), community residents and policymakers (stakeholders) and those who provide the port with goods, services and capital (partners). Each of these audiences have distinct communications needs that must be addressed. In this interactive exercise, you'll first hear an analysis of the needs of each of the three audience segments, then break out into three teams in which each will outline a communications strategy for one of the three groups. At the end of the session, each team will share their outline with the rest of the room.

Speaker/Facilitator:



Marc Gagnier, Executive Vice President, Strategic Planning, Ogilvy Montréal, Montréal (QC), Canada

Shareholder Team Leader: *Karl Strauch, Vice President of Marketing, Port Tampa Bay (FL)*

Stakeholder Team Leader: *Mélanie Nadeau, Communications Director, Port of Montréal (QC)*

Partner Team Leader: *Paul Matthews, Deputy Port Director, Plaquemines Port, Harbor and Terminal District (LA)*

Tuesday, October 29 (continued)

10:30 – 10:45 a.m.	Mid-Morning Break
10:45 a.m. – 12:30 p.m.	<p>Social Media Platforms, Strategies and Best Practices</p> <p><i>The average person spends a minimum of three hours daily on social media sites. From Facebook, Twitter and LinkedIn, to Instagram, Pinterest, Reddit and more, it can be difficult to develop a social media program and strategy that truly resonates with your target audiences. In this round-robin session, you'll be part of an interactive focus group to share tips on everything from choosing the best sites and creating impactful messages and posts, to learning about "best practices" that help you establish an effective social media strategy.</i></p> <p>Focus Group Leader/Speaker: Robert Morris, Senior Director, Corporate Communications, Georgia Ports Authority</p> <p>Speaker: Stephanie Montuya-Morisky, Assistant Director, Communications & Community Relations, Port of Long Beach (CA)</p>
12:30 – 1:45 p.m.	Lunch
1:45 – 3:15 p.m.	<p>Social Media and Video: A Love Story</p> <p><i>Video is what drives performance on social media. Social media posts with video have 48% more views. Learn about the creative options available and best practices for building successful brands that will stand out on social media and drive results that can power your brand. See the work and get inspired!</i></p> <p>Speaker/Facilitator: Pablo Stevenson, CEO, resac, Montréal (QC), Canada</p>
	
3:15 – 3:30 p.m.	Mid-Afternoon Break
3:30 – 5:00 p.m.	<p>Pulling It All Together: A Practical Approach to Maximizing Social Media Engagement</p> <p><i>After two days of informative presentations and discussions about corporate branding, storytelling, audience segmentation, online platform options and other related topics, it's time to put all that knowledge to work! In this session, you'll first get a brief overview and a practical step-by-step template of how the small team at Green Marine approaches its communications to make the most effective use of social media with limited resources. Everyone will then break into small teams to get creative in putting together a feasible basic strategy to maximize social media engagement for an imagined event. The efforts will then be shared to give each other great ideas and to raise and address questions.</i></p> <p>Speaker/Facilitator: Manon Lanthier, Communications Manager, Green Marine, Québec City (QC), Canada</p>
	
5:00 p.m.	Seminar Adjourns