

# 2013 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |  |  |
|--|--|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____                        |
| 2. Advertisements – Single _____             | 9. Periodicals _____                             |
| 3. Advertisements – Series _____             | 10. Promotional/Advocacy Material <u>X</u> _____ |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____                 |
| 5. Audio-Only Presentations _____            | 12. Special Events _____                         |
| 6. Directories/Handbooks _____               | 13. Videos _____                                 |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____              |
|  | 15. Websites _____                               |

CATEGORY 1

CATEGORY 2

Entry Title Welcome to the Port of Possibility Overview Brochure  
 Port Name Port of Vancouver USA  
 Port Address 3103 NW Lower River Road, Vancouver WA 98660  
 Contact Name/Title Therese Wagner / Communications Manager  
 Telephone 360-992-1107 Email Address twagner@portvanusa.com

Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Vancouver USA

Being as precise as possible, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

**1. What are/were the specific communications challenges or opportunities?**

- Describe in specific & measurable terms the situation leading up to creation of this entry.
- Analyze the major internal and external factors needing to be addressed.

**2. What were your communications planning and programming components?**

- Describe your overall goals (desired results).
- Describe your objectives (identify specific, measurable milestones needed to reach your goals).
- Identify your target publics (list primary, secondary and tertiary audiences in order of importance).

**3. What actions were taken and what communication outputs were used?**

- Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).
- Specify your tactics (actions used to carry out your strategies).
- Map out your implementation plan (include timelines, staffing and budget).

**4. What were your your evaluation methods and communications outcomes?**

- Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
- Determine communications outcomes by assessing changed opinions, behaviors and attitudes.

**AAPA 2013 Communications Award Program  
Port of Vancouver USA**

**Category: Promotional/Advocacy Materials  
Entry: Welcome to the Port of Possibility Overview Brochure**

**Summary**

Welcome to the Port of Possibility Overview Brochure

The Port of Vancouver USA developed this comprehensive brochure to communicate its multi-faceted story in a simple yet compelling manner. It can be used in presentations, as a leave-behind, or as a stand-alone communication that communicates with story-telling as well as with tactical, statistical information. This brochure touches on key brand messages as well as communicates to different audiences what makes the Port of Vancouver USA both a global transportation hub and a good community partner.

**Challenges and Opportunities**

The Port of Vancouver USA needed to tell its multi-faceted story in a printed piece that could be used in presentations, as a leave-behind, or as a stand-alone communication that incorporated updated brand messaging and graphics. The piece needed to combine story telling with tactical, statistical information that would tell our complex story in a simple and compelling manner. This comprehensive overview brochure touches on all the key brand messages as well as communicates to different audiences what makes the Port of Vancouver USA both a global transportation hub and a good community partner.

**Planning and Programming Components**

The goal of the brochure was to develop a multi-use piece that could be used by all port personnel. Port marine and industrial stakeholders were consulted on requested content and given their chance to weigh in on what they needed in order to more easily perform their tasks and to communicate with their audiences. The port public affairs team then worked with the port's agency partner to develop the outline and content, photo selection, and map information that comprise the brochure.

**Actions and Communication Outputs**

This overview piece will be used in a variety of ways, including: serving as a leave-behind for international marine marketing trips, in recruitment of potential tenants, providing information for community and environmental groups, and providing information to politicians and lobbyists in our nation's capital. The plan is for this piece to be used for several years and statistics and critical information can be updated annually for a yearly print run. The overall budget, including development and printing, was \$25,000.

**Evaluation Methods and Communications Outcomes**

Internally, port staff has been extremely pleased about having the brochure as a sales, marketing and information tool. Since it was completed, the brochure has been used during international marketing trips to China, North Korea, Japan and Canada; during domestic marketing trips to North Dakota, Montana and Texas; and for several industry trade shows. The brochure has also been used extensively during lobbying trips to Washington D.C. and our state capital, Olympia, Washington.