

# 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 _____ |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media <u>1</u>     |
| 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 Port Everglades Expansion

Port Name Port Everglades

Port Address 1850 Eller Drive, Fort Lauderdale, FL 33316

Contact Name/Title Maisy Alpert / Corporate & Community Relations

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

Name Port Everglades

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:

**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.*

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

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

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

*Explain your strategies (e.g., identify media, tim-ing & 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).*

**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 assess-ing changed opinions, behaviors and attitudes.*

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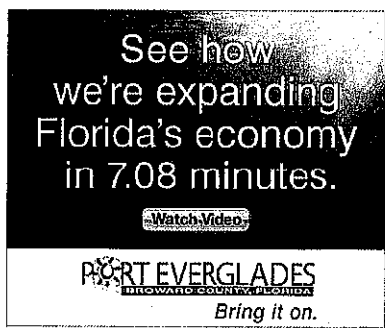
## 10. SOCIAL/WEB-BASED MEDIA Port Everglades Expansion

Port Everglades updated its 20-Year Master/Vision Plan to include three major capital developments that will support containerized cargo shipping through Port Everglades. As several seaports in Florida and around the United States are expanding and dredging, the port's leadership was concerned that these expansion projects would be considered a low priority when it came time for state and federal funding allocation. Port Everglades faced a communications challenge to get out its message while facing competition from other seaports. The problem was how to create excitement and buzz for the Port's three priority expansion projects that would generate political support as the projects proceeded.

The goal for the Port Everglades social media campaign was to improve awareness about the Port Everglades Master/Vision Plan and its priority projects, and to generate a better understanding of how these capital improvements would enhance the Port's economic impact in the community. The objectives were to engage elected officials, local business leaders and our customers in the expansion efforts.

Part of the port's agreement with its planning consultant, AECOM, was to produce marketing materials to promote the Master/Vision Plan. Staff determined that the best use of limited dollars in the agreement would be to produce a video that could be used in presentations and speaking engagements, and accessed through social media. The 7-minute video was made accessible on the port's website and through YouTube at <http://www.youtube.com/watch?v=wD-Uwg3U0lw>. Several communications tactics were used to drive viewers to the YouTube video, including:

- an online banner advertising campaign that directed audiences to click on the ad to see the video
- Added a button on our website to click through to the YouTube video
- Added the YouTube icon linking to the video on our website, Facebook page and Twitter page
- Distributed a press release about the YouTube video
- Incorporated a QV code on all print advertising and promotional materials that could be scanned on a smart phone to access the video on YouTube
- Posted/Tweeted and reposted/retweeted links to the YouTube video on Facebook and Twitter
- Sent the link to the members of the Port Everglades Action Team, a grassroots committee of local business and community leaders such as chamber of commerce executives, and asked that they include it in their own eNewsletters
- Incorporated the video for all speaking engagements and group port tours, and reminded the audiences that they could see the video on YouTube



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Since the social media campaign featuring YouTube began in June 2011, the video has received more than 12,600 hits. It has been the focal point of the Port's overall communications plan to attract attention to the capital improvements at Port Everglades. As a benefit, federal and state legislators have pledged their support for the Port's priority projects, which has resulted in funding commitments.