

**2019 AAPA COMMUNICATIONS AWARDS
SPECIAL EVENTS
PUBLIC OPENING OF THE PORT OF MONTREAL'S GRAND QUAY**



SUMMARY

On June 3, 2018, the Montreal Port Authority (MPA), which administers the Port of Montreal, unveiled and inaugurated its Grand Quay site, including its new cruise terminal and new public spaces, by inviting the public to a huge daylong family party. This free event included an exhibition on the history of the port, giant games, contests, a photo exhibition, improv games and workshops related to the marine industry. Some 13,000 people attended.

The Grand Quay revitalization responds to a wish expressed by many Montrealers for better access to the river. The site, once reserved for cruise ships, features an immense green roof atop the cruise terminal and a vast lawn area along the water that offer breathtaking views of the river and the city.

To promote the public inauguration and this new urban space on the river and increase the port's visibility within the community, the MPA developed a comprehensive communications strategy that included an extensive advertising and media campaign. The event represented another step forward in the port's relationship with citizens.

1. CHALLENGES AND OPPORTUNITIES

Challenges

Ports are often perceived as areas that are closed off and not well known to the public. In Montreal, the port stretches along 16 miles of waterfront and its cargo-handling operations are generally hidden from public view. It also is often confused with the Old Port of Montreal recreation and tourism site, where our cruise terminal is located.

Our challenge was to create a wide-ranging campaign that would promote this new urban site and attract as many Montrealers as possible, including port neighbours, to its inauguration, and while there provide them with a greater understanding of how the port operates and deliver key messages about the impact of port operations on the economy and the role that the port plays in people's daily lives.

Opportunities

The family party provided us with the opportunity to unveil to citizens our new, unique public waterfront spaces, which are located in the heart of Old Montreal, a bustling recreation and tourism district. It also was a way for the public to discover their port and the maritime industry. It provided the perfect opportunity for the MPA to engage the general public, increase the port's visibility, promote the port's image as a good corporate citizen and its importance in the history and evolution of the city, raise general awareness about the port, deliver key messages about the importance of port and shipping activities, highlight the port's benefits and value, promote port-related trades and professions, and allow people to learn through "Edutainment."



2. COMPLEMENTING THE PORT'S OVERALL MISSION

The Port of Montreal is a North American seaport at the heart of the continent and a hub for world trade. Our mission is to contribute to the prosperity of our clients and partners and to the economic development of Greater Montreal, Quebec and Canada while respecting the environment. Our vision is to be a diversified, successful and innovative port that exercises inspiring leadership and provides competitive value-added services, making it a partner of choice in the logistics chain.

Within our mission, the Public Opening of the Port of Montreal's Grand Quay communicated our values of:

- Responsibility. The event demonstrated our willingness and desire to fulfil our role as a responsible corporate citizen, that we are a sustainable organization that values our neighbouring communities, the environment and our contribution to the economy, and that we act in accordance with the rules of conduct dictated by honesty, transparency and accountability.
- Commitment. The Grand Quay revitalization and family party to celebrate its inauguration demonstrate that we have listened to Montrealers who have asked for better access to the river. The event confirmed our commitment to get closer to the community and our desire to help Montrealers make the port their own and be proud to define themselves as citizens of a port city.
- Innovation. Exhibitions, workshops and games showed how the port has constantly reinvented its practices throughout the years in order to assert its leadership in the logistics chain.

The event was part of the MPA's continuing communications efforts to raise awareness about the port with the general public, including port neighbours, and demonstrate that it is:

- A vital international cargo logistics hub that plays a major role in global trade, handling each year some 2,000 ships carrying 39 million tonnes of all types of cargo and connecting five continents and more than 140 countries to a North American market of 110 million consumers;
- A tourism hub that welcomes international cruise ships carrying more than 100,000 passengers and crew members annually;
- A strategic tool for economic development and a catalyst for economic growth for Montreal, Quebec and Canada: port activity in Montreal is responsible for \$2.6 billion annually in added value to the Canadian economy; and
- A creator of jobs: port activity in Montreal supports 19,000 direct and indirect jobs.

3. PLANNING AND PROGRAMMING COMPONENTS

Goal

Our goal was to have the general public discover this new public space while at the same time familiarize themselves with and gain a greater appreciation of port activities and better understand the importance of the port, its impact on the economy and the role that it plays in their daily lives.

Objectives

Using targeted invitations and an extensive advertising and media campaign, we wanted to:

- Attract as many people as possible to the inauguration;
- Increase our visibility;
- Reach out and get closer to the community;
- Meet Montrealers and port neighbours face-to-face and interact with them directly;
- Create a positive experience for our guests;
- Deliver pertinent messages about the port in a clear, concise and appealing manner, in a fun and relaxed setting;
- Remind various stakeholders about the importance of the port.

Target Audiences

Primary audience: The public party specifically targeted families, residents of neighbourhoods adjacent to the port, including the 16,000 households within 1,000 feet of the port that we have identified are most concerned by port activity, and Montrealers who enjoy the city's many high-quality public spaces.

Targeted invitations were sent to the 6,000 people who have signed up to be *Friends and Neighbours of the Port* and subscribe to our *Logbook* e-newsletter. They also were sent to blogs specializing in urban entertainment and family activities.

The port has made it a priority to strengthen and maintain dialogue with its neighbours. It is a partner in many projects led by organizations working to improve the community's quality of life, ensure its economic development and protect its environment. Through our *Neighbours of the Port* program, we hold information sessions to inform neighbours about projects in their area.

Secondary audience: People from the Greater Montreal area and Quebeckers, local and international tourists, including cruise passenger guests, and the media, including the general news media in Montreal.

We targeted these audiences in order to raise general awareness about the port and, in particular, highlight its economic benefits and demonstrate its impact on everyday life.

4. ACTIONS AND OUTPUTS

A total of 38 employees from various MPA departments worked on the project. The project schedule ran from March 19 to June 15. It encompassed details such as site visits, budget meetings and preparation, meetings with suppliers and sponsors, confirmation of agreements, security requirements, the creation of a detailed scenario, logistics and coordination, a practice session, the party itself and a project post-mortem (please see the attached file *In-Depth Planning Schedule.pdf*).

We developed a comprehensive communications strategy that included the creation of a new image and signage, and the implementation of an advertising and media campaign.

Communications tools included two press releases, 12 Facebook publications, posters, billboards, radio and print advertising, and invitations to targeted media and blogs specializing in urban entertainment and family activities.

New image

The new image for the Port of Montreal's Grand Quay, formerly known as Alexandra Pier, is largely inspired by the marine industry and exemplified by the site's complete revitalization.

The new name reflects the role and importance of this prestigious site, the gateway for ship and cruise passengers to Montreal since the early 20th century. It evokes the massive infrastructure developed to accommodate cruise ships and also reflects the size and importance of the new public spaces.



Signage and Map

The MPA produced various signage for the event, as well as a detailed map of the Grand Quay highlighting sites, attractions and activities for the family party, including an exhibition on the history of the Port of Montreal, giant games, lounging areas, a photo exhibition, improvisation games and workshops related to the maritime industry (marine alphabet and knots).

PORT MONTREAL

GRAND QUAI
DU PORT DE MONTRÉAL

GRANDE OUVERTURE
3 JUIN 2018

Découvrez un endroit unique à Montréal !
Le 3 juin prochain, le Grand Quai du Port de Montréal ouvre ses portes lors d'une grande fête publique.

Surprises, concours et activités gratuites
pour toute la famille vous attendent.

Suivez-nous sur Facebook pour en savoir plus.

GRAND OPENING, JUNE 3, 2018

Discover a unique place in Montreal!
On June 3, the Port of Montreal's Grand Quay is celebrating its opening with a big public party.

Surprises, contests and free activities
for the whole family await you.

Follow us on Facebook to learn more.

f @PortMontreal



Detailed Scenario

The MPA prepared a precise timing of events for the June 3 public party as well as for the two days leading up to the celebration (please see the attached file *Detailed Scenario.pdf*).

Information Session

The MPA and corporate event specialist Altitude C, which supported the port authority with the planning of the public party, held an information session for employees on May 25 (please see the attached file *Information Session.pdf*).

Press Releases

The MPA produced two press releases for the event. A May 5 press release announced the coming public party and a June 4 press release recapped the event. The press releases were distributed on the Cision newswire service, published on the Port of Montreal website and sent to the port authority's media contact list.

<https://www.port-montreal.com/en/family-party-en.html>

<https://www.port-montreal.com/en/opening-grand-quay-en.html>

Invitations

An invitation was produced and sent on May 5 to the 6,000 people who are *Friends and Neighbours* of the Port of Montreal and who subscribe to the port's *Logbook* e-newsletter. A reminder was sent the following week.

The invitation also was sent to targeted media outlets and blogs specializing in urban entertainment, local events, free events and family activities.



INVITATION

Discover a unique place in Montreal!

The Montreal Port Authority (MPA) invites the public to a big family party on Sunday, June 3, at the public opening of its new cruise terminal, now called the *Grand Quai du Port de Montréal*.

This event will be a chance to visit the port facilities that welcome cruise passengers and the new public green areas that provide unique views of the St. Lawrence River and the city: *Promenade d'Iberville*, a large green rooftop and *Commencement Square*, a vast lawn area along the river, with a lowered wharf.

Join the party on June 3 from 10:00 a.m. to 6:00 p.m. Among the activities, you will be able to:

- Visit the *History of Ships* exhibition in the Port Centre;
- Visit the new cruise terminal, which is usually reserved for cruise passengers;
- Play giant games;
- Take part in a nautical knots workshop;
- Visit an exhibition of maritime photos;
- Attend and participate in improv games;
- Relax on a green rooftop and a lawn area on the river;
- Take part in drawing and makeup workshops.

Come one, come all to discover the Port of Montreal's amazing new *Grand Quay*, and the more the merrier!

Share the event's Facebook page with your network!

Radio Advertising

The MPA hired advertising agency Ogilvy Montréal to produce 30-second French- and English-language radio advertisements that aired 34 and 32 times, respectively, on 98.5 FM and Rythme FM in French and 48 times on CJAD in English on May 21 and 28. The script for the English-language commercial is below, and an audio file is attached (*Radio Advertisement.mp4*).

The **Port of Montreal** invites young and old alike to join us on Sunday, June 3 for the inauguration of the **Grand Quai du Port de Montréal**.

To celebrate the reopening of the former Alexandra Pier, the new cruise terminal will exceptionally be open to the public. The day's program includes games and workshops for kids, exhibitions for all ages, and access to a green rooftop area for a breathtaking view of the river and the city!

(Whispered as if revealing a major secret): Hey, you could even win a cruise!

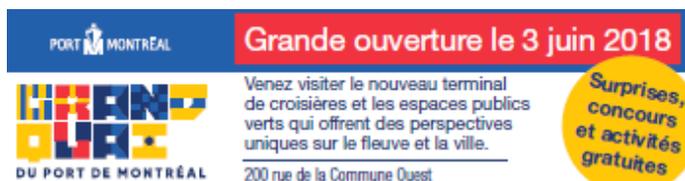
So, join us on Sunday, June 3 for the inauguration of the **Port of Montreal's** Grand Quay.

Find all the details on the **Port of Montreal** Facebook page.

The Port of Montreal — At the heart of your world.

Print Advertising

The MPA created a print advertisement that it had published in the daily *Métro* newspaper on May 25, 30 and 31. The newspaper is available at more than 1,000 distribution sites in the Montreal area (subway stations and selected restaurants, office buildings and educational institutions, etc.), on the web and on mobile platforms.



Port Window

The MPA published a story announcing the public party on its *Port Window*, a social media platform that provides a window on the port, its history, its players and its neighbours.

<http://lehublot.port-montreal.com/en/big-family-party-on-june-3-at-the-port-of-montreals-grand-quay/>

Facebook Publications

Twelve Facebook publications related to the event were produced. In addition, Facebook Live broadcasts were held at 10:45 a.m. and 12 p.m. on June 3 (please see the attached file *Facebook Publications.pdf*).

Videos

The MPA released two short videos on the Grand Quay project and the event on its YouTube channel.

<https://youtube.com/watch?v=n8YAjapH0nk&feature=youtu.be>

<https://www.youtube.com/watch?v=uh6XUjXSEjw&feature=youtu.be>

Social Media and Contests

In conjunction with the public party, opportunities to win cruises sent Montrealers to two of the port's social media platforms.

To enter the contest to win a weeklong cruise between Montreal and the Magdalen Islands (\$5,000 value), participants had to like the port's Facebook page and fill out a participation coupon. To enter the contest to win one of 20 family cruises on the St. Lawrence River, participants had to like the port's Facebook page and share a photo of themselves or the Grand Quay with the hashtag #MonGrandQuai. On Instagram, participants had to like the port page and post a photo of themselves or the Grand Quay with the hashtag #MonGrandQuai and the tag @PortMTL.

Sponsors and Suppliers

The MPA partnered with five organizations or companies that sponsored the Public Opening of the Port of Montreal's Grand Quay. Partnership agreements provided for on-site visibility, including logos, information kiosks and the possibility of having the organization/company name attached to an entertainment zone. The sponsors were:

- Tourisme Montréal (cash sponsorship + coffee and snacks for participants)
- CTMA Cruises (offered a cruise to the Magdalen Islands; participants had to enter a contest to qualify)

- AML Cruises (offered 20 family cruises on the St. Lawrence River; participants had to enter a contest to qualify)
- Vélo-pousse (on-site pedicab rides)
- SODES – St. Lawrence Economic Development Council (maritime photo exhibition)

The MPA worked with numerous suppliers for the event. They included:

- Las Olas, Mr. Wilson, Tomio Sushi and PA Gargantua food trucks
- DG Photobooth
- Morisset Événements (Sky Dancer games, three tents, hebertism (outdoor exercise activities), sandbox, three grass carpets, four make-up tables)
- Spin Games and Activations (giant games including Jenga, Connect 4, Rush Hour, Tic Tac Dunk)
- La Limonade – Improvisation (improv games)
- Les Toits Vertige (furniture and explanations of creation of green roof)
- Pique-nique en fête (20 picnic tables)
- FMAV (audio-visual equipment)
- Xpression Num.Eric (posters)

The project budget was respected and totalled \$62,897, comprising \$41,632 in production costs (site layout, graphics, security, etc.) and \$21,265 in fees to event specialist Altitude C, which collaborated with the MPA to produce the event and work with suppliers and sponsors.

Another \$25,000 from the Communications Department budget was attributed to advertising and Facebook publications.

5. OUTCOMES AND EVALUATION

The Public Opening of the Port of Montreal’s Grand Quay succeeded in meeting the following objectives:

Objective

We wanted to attract as many people as possible to the event, in particular Montrealers, reach out to port neighbours and get closer to the community.

Result

Some 13,000 people attended the event, well surpassing our expectations.

Objective

We wanted to produce effective communications tools and gain media coverage.

Result

Through a survey, the MPA asked attendees how they learned about the public party; 68.5% of the respondents indicated that they heard about the event thanks to one of the MPA's communications tools:

- 8% radio advertisements
- 10.5% print advertisements
- 13% invitation
- 16% social media
- 21% billboard in front of the Grand Quay.

The rest of the attendees heard about the event through word of mouth (26%) or by chance (5.5%).

Many media outlets referred to the event prior to June 3 (i.e. *Le Devoir* newspaper in its 'Weekend Outings' section) and provided positive coverage afterwards, notably the *Journal de Montréal* newspaper, and ICI Radio-Canada and TVA Nouvelles television news, all of which underlined the port's willingness to "return access to the river with the new Grand Quay."

Objective

We wanted people to enjoy their day and create a positive experience for our guests.

Result

Public reaction throughout the day was extremely favourable. Surveys taken during the event rating participants' appreciation of the site and the event indicated the following:

How do you rate your appreciation of the new spaces (on a scale of 1 to 5, with 5 being the highest score)?

- 5 stars: 80% of respondents
- 4 stars: 20% of respondents

How do you rate your appreciation of the public party (on a scale of 1 to 5, with 5 being the highest score)?

- 5 stars: 76% of respondents
- 4 stars: 14% of respondents
- 3 stars: 10% of respondents

The locations that received the most positive comments included the relaxation areas set up throughout the site, the *History of Ships* exhibition, the nautical knots workshop and the cruise information kiosks.

The following comments were posted on social media (Facebook and Instagram) on June 3:

“So nice to humanize the Port of Montreal environment. An example to follow.” – Naceur Kitar

“Well done!! Bravo!!” – Céline Thériault

“Very good. Well received. Lots of staff. Nice to see. Thank you.” – Renée Dagenais

“The site is superb! The green roof is great, as are the hammocks along the water.” – Rita Baker

“Superb Grand Quay inauguration day. Magnificent day with Filomena at the inauguration of the new cruise terminal in Old Montreal – beautiful view and gorgeous rooftop garden – check it out!” – Evelyn Ley

“Superb green rooftop with a breathtaking view of the Old Port of Montreal.” – Lise Danis

“Thank you for a wonderful afternoon.” – Sara Arsenault

“A very nice visit and an excellent achievement. ;-)))” – Paul Lanoie

“Congratulations to the entire team for this beautiful day that was a success in every way!” – Rita Miron

“Yes, I was there. Nice day and great atmosphere.” – Alain Smith

“It’s very nice. We were there at lunchtime. Hats off and congratulations to the organizers.” – Ginette Dupuis

“A wonderful success. Congratulations to the entire team!” – Alexis Boyer-Lafontaine

“I appreciate the idea of giving the general population access to the river with the park extension at the back of the terminal. I am looking forward to the completion of the project and to see the public art installed. The terminal itself is bright due to the skylights and glass shell and the rooftop gardens and walkways are an excellent addition to the public space.” – Margaret Black

“It was the official opening of the Grand Quay in the Old Port. The former Alexandra Pier has changed its name and its look and has been beautifully redone to welcome cruise ships. But it’s much more than a passenger terminal, it’s also a green roof and garden with breathtaking views of the city and the river, closer than ever to cruise ships, and an extension towards the water, all open to the public. There’s also the Port of Montreal museum to visit, adjacent to the terminal. Bravo to @portmtl for this event and this project that gave me quite the thrill while walking up the stairs this morning, and a sense of chauvinistic pride. Other images in my “Grand Quay” Instagram story.”

– michael_montreal

“The new #grandquai passenger terminal is quite simply perfect!”

– superraph

“Inauguration of the magnificent Port of Montreal Grand Quay with my two faves. Go visit. The view of Montreal is superb.”

– ev_patsy

“Great discovery in the Old Port! Nice place for a walk or to relax, with a new view of the city.”

– jerii26

“Fabulous day at inauguration of new cruise terminal the Grand Quay in Old Montreal. Really beautiful building, view and rooftop garden.”

– e.ley

Objective

We wanted to increase our visibility and presence on social media.

Result

Social media period of activity for event:

- 211.9% increase in the number of Facebook impressions, for a total of 312,000 impressions;
- Average number of users reached per day: 15,200;
- Number of Facebook engagements increased by 248.1% since the previous date range, with 4,083 engagements;
- Number of Port of Montreal Facebook page fans increased by 7.1%;
- Number of Instagram engagements increased by 171.3% during the same period.

Since the event, the popularity of our Facebook page has continued to grow and it now has more than 12,000 followers.

Objective

We wanted people to learn and be entertained in a fun and relaxed setting, deliver key messages about the port, and have people better understand what the port does.

Result

In informal discussions, visitors said that messages about the port's benefits and value were delivered clearly and concisely. Many added that prior to the event, they had little or no idea of the role that the port plays in their everyday lives and that it is responsible for delivering many of the items that they consume and use on a daily basis, from food products and fresh produce such as fruits and vegetables to electronic devices and paper products.

The Public Opening of the Port of Montreal's Grand Quay allowed the port to get closer to the community and fulfil its role as a responsible corporate citizen. The general public was able to enjoy this new urban site and at the same time gain a better understanding of the vital role that the port plays in the economic and social fabric of Montreal and in people's daily lives.

The Public Opening of the Port of Montreal's Grand Quay has won two communications awards: a Gold Quill Award of Merit from the International Association of Business Communicators in the Special and Experiential Events category, and a Tactical Excellence/Event silver award from the Société québécoise des professionnels en relations publiques (Quebec Corporation of Public Relations Professionals).