



2008 COMMUNICATIONS AWARDS PROGRAM

Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

10. SPECIAL EVENTS

Entries should clearly identify goals/objectives of event, target audiences, evaluation of success, and include all program books, publicity materials, audio/visual materials, photographs or other supporting documentation for the submitted event. *You must complete the questions on this page for each entry and include a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.*

 CATEGORY 1 CATEGORY 2

 Entry Title: **Clean Future Fair**

 Port Name: **Port of Los Angeles**

 1) Was this event planned in-house? by an agency/firm? or a combination?

6 Number of staff 25 Number of volunteers

- 2) What was the overall goal/objective of this event, who was the target audience(s) and what were the key messages you intended to communicate to your target audiences? (Attach separate write-up if necessary.)
The Port of Los Angeles is a leader in clean air initiatives for the maritime industry, while setting standards for a major employer. The Clean Future Fair was designed to carry the Port's "green growth" and clean air goals to the general public, employees and members of the industry. In a fun, family format, various consumer and industry programs were exhibited. Special attractions for children asked them to pledge their own commitments to an improved environment. The theme of kites and a bright blue/green color scheme on all signage, banners and booths helped to create the desired image.

In addition, free boat tours with environmentally focused narrations and a free 500 tree giveaway highlighted the event. Exhibits ranged from utility companies to new technology firms and alternate fuel vehicles and a hi-tech locomotive. These general interest aspects of the event were designed more for the public than for environmentalists.

- 3) Thoroughly describe the event in terms of research, planning, promotion/advertising, implementation, attendance and evaluation of success, and provide an analysis of the event's success in meeting the overall objective.

The event was planned and organized entirely by Port staff who recruited exhibitors from within the Port organization, vendors, consultants, utility firms and other City or other agencies involved with environmental programs. The event was publicized through bilingual flyers distributed electronically to community organizations, hard copies of flyers sent home with school children, newspaper advertising, Radio Disney promotions, and news releases.

Award of Excellence



American Association
of Port Authorities

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As a first-year event, attendance is a measure of the success of outreach efforts, and the targeted attendance was 500. Total attendance for the Clean Future Fair was estimated at 800. Among the giveaway items at this event were green, recycled bags prominently featuring a Centennial logo. This popular item ended up in the hands of hundreds of local residents. These bags are extensively used by employees and local residents and are seen on a daily basis within the local communities, a very visible result of the Clean Future Fair event. In addition to such publications as the Port's Pelican Pete coloring book with an environmental theme, the Port distributed seed packets shaped like ships which also served to tie the maritime industry to flowers and clean air.

- 4) If your Special Event submission is in a language other than English, please briefly describe the major points of this entry in English.