Maritime Month 2019

Engaging Internal Stakeholders to Become Brand Ambassadors
AAPA Communications and Marketing Seminar
Renee Aragon Dolese, Director of Marketing & Communications
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“I create happiness and make dreams come true!”
Port NOLA’s MISSION is to drive regional economic prosperity by maximizing the flow of industrial trade and commerce as a modern Gateway.
Port NOLA Maritime Month

May 22 is National Maritime Day in the U.S., an observance of the importance of our nation’s maritime industry and the men and women who make it work.

Maritime Month: Is our opportunity to extend that sentiment throughout the month of May to raise public awareness about the value of the Port and the maritime industry.

An integrated effort using all our available communications channels to tell the port’s story.
Maritime Month Key Messages

**Historic Connection:**
The Port & Maritime industry play a vital role in Louisiana’s past, present & future success.

**Jobs:**
Port NOLA activity generates jobs at every skill level, as well as millions of dollars in economic impact.

**People:**
The hardworking men & women play a valuable role in the maritime industry.

**Common Purpose:**
Port employees are key to our economic mission & the work they do contributes to our common purpose of creating jobs and driving the economy.
Maritime Month for the Internal Audience

Stem NOLA Working River Day

National Police Week/Harbor Police Appreciation
Maritime Month for the **Internal Audience**

**Social Media Campaign:**
Submit your photos that depict Our Working River and win!

#MaritimeMonth  #YourPortYourNola  #YourWorkingRiver
Maritime Day Participation Success!

- Employee group photo shoot with Port NOLA sunglasses!
- Port Worker Appreciation Luncheon in partnership with Global Maritime Ministries.
Tactics that **Work**

- **Have a clear objective** to engage employees from the beginning.
- **Gain early buy-in** from leadership and management.
- **Move forward with intent** to tell your story to the internal audience.
“I create jobs and help drive the economy!”
#YourWorkingRiver
#YourPortYourNOLA
#PortNolaGateway

Thank You!

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