



PORT of  
**vancouver**

Vancouver Fraser Port Authority  
*Communications*

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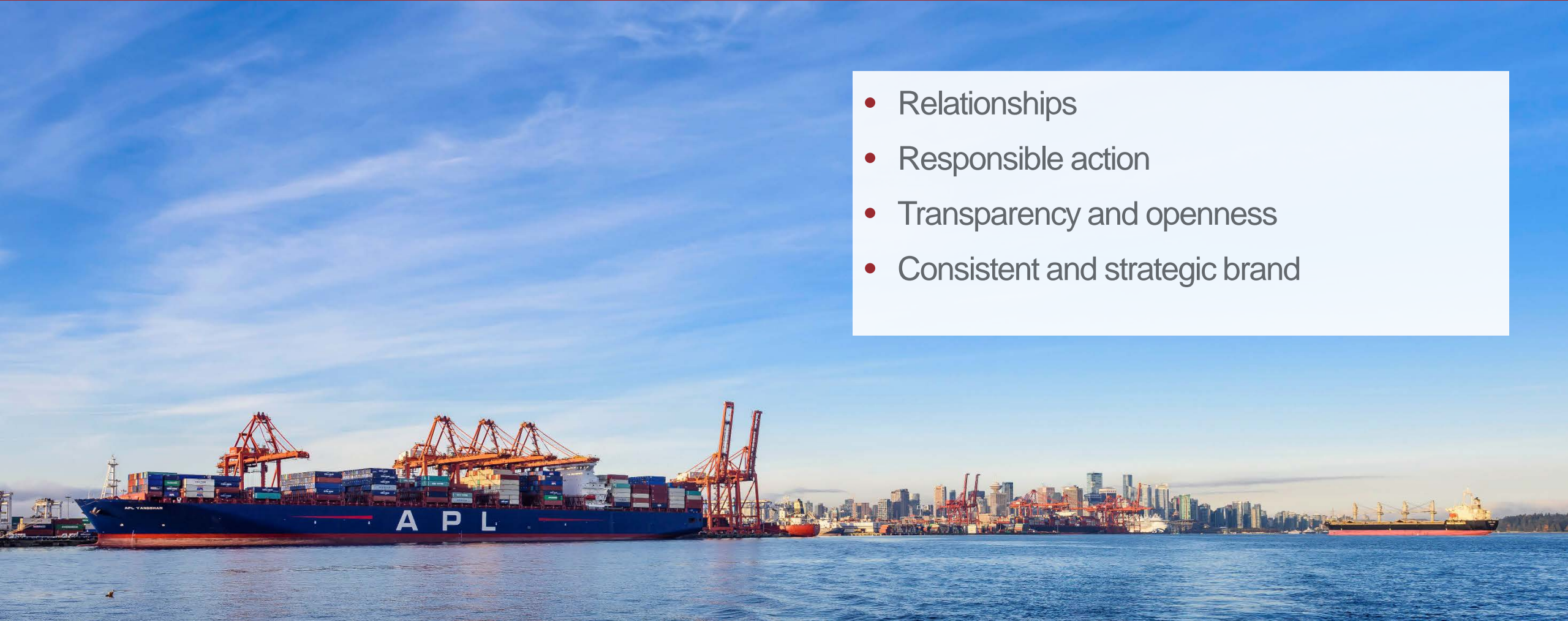
Strategic priority:  
Achieve broad trust  
and support

We hope to be trusted  
by demonstrating  
meaningful action in  
pursuit of our  
mandate and vision.



# How we work to build trust

- Relationships
- Responsible action
- Transparency and openness
- Consistent and strategic brand



# Relationships

- Community
- Governments
- Indigenous groups
- Port users and customers
- Tenants and terminals
- Special interest groups
- Partners and collaborators
- Media

# Communication goals

- To protect and enhance the reputation of the Vancouver Fraser Port Authority
- To facilitate the achievement of Vancouver Fraser Port Authority initiatives
- To increase awareness of the Vancouver Fraser Port Authority and support for port operations and growth

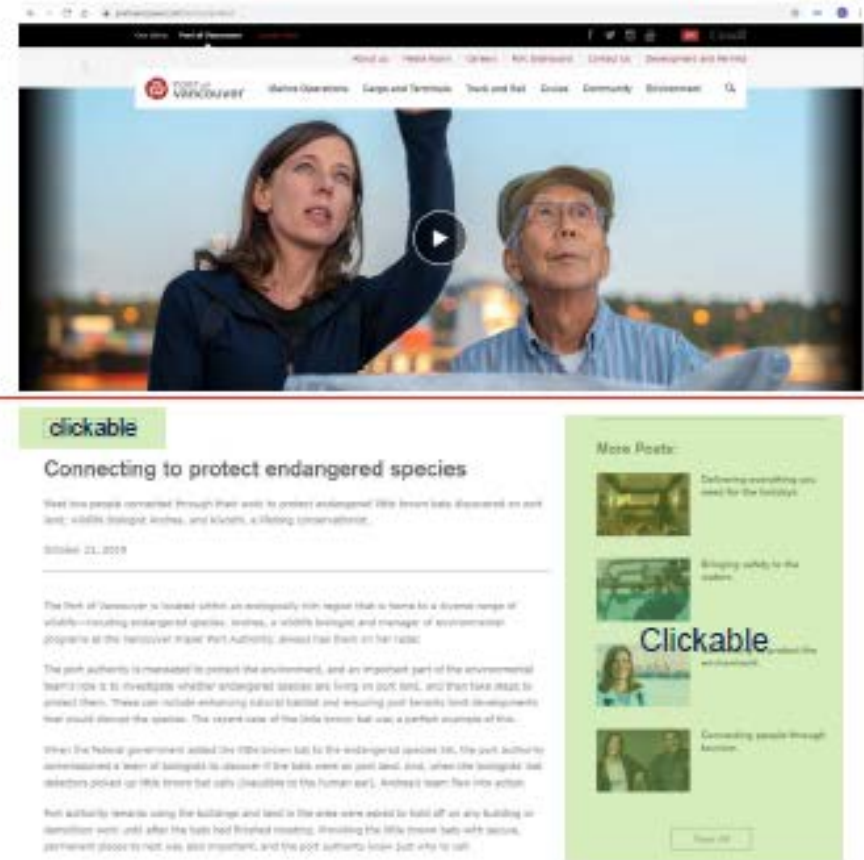
# Scope of communications work

- Traditional advertising
- Digital advertising
- Content marketing
- Website
- Social media
- Support materials
- Media relations
- Issues management
- Infrastructure communications
- Public engagement
- Executive support
- Internal communications

## Advertising User Journey



Visible Area





# Marketing



# Marketing



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# Results

- Increased awareness, understanding, and trust
- Increased favourability of the port

# Tips for liaison committee members

- Understand the difference between the port authority and the port, including roles and responsibilities
- Become familiar with the legislative mandate of the port authority, including our role in environmental protection
- Recognize how much of our work relies on collaboration, engagement and consultation
- Share your observations with us



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Questions?