



# INTRODUCE YOUR COMPANY

To Ports

To help new members introduce themselves to the AAPA membership, AAPA gives all new members the opportunity to present a webinar for free within their first year of being a member. This benefit for new members will give them the chance to showcase their expertise and thought leadership while gaining visibility in front of our port members.

## How It Works

AAPA hosts the webinar on our platform. We want the webinar to be as successful as possible, so we promote it by sharing it in our weekly *Advisory* e-newsletter, via emails, and in social media posts. The member is responsible for providing us with the session title and description and for presenting the content.

## Testimonials From Recent Hosts

Our new members who have presented webinars in 2021 have been pleased with their results. Read on to hear about their thoughts regarding the webinars.

## SOCAL Approach



**SOCAL**  
APPROACH  
marketing & consulting group

“If you’re looking to tap into the community of port authorities, the AAPA webinar provides a great opportunity. They helped us reach the right people with the right message. They’re a voice of authority in the industry.”

– George J. Owens, Founder, President and  
Principal Consultant, SOCAL Approach



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**AAPA**  
ESSENTIAL. RESILIENT. UNITED.  
**SEAPORTS DELIVER**

## ARES Security



"Our team at ARES Security was extremely satisfied with the Future of Seaport Security & Safety Technology Webinar we produced in conjunction with AAPA. AAPA made the webinar process quick and easy, and also brought in a large and focused audience for our presentation. This provided a valuable forum to discuss the everchanging environment of seaport technology with key stakeholders in the industry."

– Coleman Maness, Public Safety & Critical Infrastructure Representative, ARES Security Corporation

## NearshoreNetworks



"NearshoreNetworks joined AAPA to meet and serve members. Job done! After our first webinar knew we had found a home among friends who could use our services. Many great contacts made and our network continues to expand as we get to know everyone."

– Bob Miltenberger, CEO NearshoreNetworks

## High-Level Data From 2021

These webinars have brought in above-average data that has benefitted our new members. From presenting, our members have experienced:

- ❖ 66% of webinar attendees are ports
- ❖ Over ¾ of attendees are decision makers
- ❖ Average attentiveness of 53 minutes out of 60 minutes
- ❖ 257 total registrants with 168 that attended, that's a **65% average of registrants who attended the webinars!**

Getting in front of these attendees will help your organization achieve its business goals!



[aapa-ports.org](http://aapa-ports.org)



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## Port Members That Attended New-Member Webinars in 2021

Administración Nacional de Puertos – ANP (Uruguay)  
Alabama State Port Authority  
Albany Port District Commission  
Autoridad Portuaria Nacional de Perú  
Calhoun Port Authority  
City & Borough of Juneau Docks & Harbors  
Cleveland-Cuyahoga County Port Authority  
Curacao Ports Authority  
Duluth Seaway Port Authority  
Freeport Harbour Company  
Hawaii Department of Transportation, Harbors Division  
Instituto Costarricense de Puertos del Pacífico (INCOP)  
Jackson County Port Authority  
Lake Charles Harbor & Terminal District  
Maryland Port Administration  
Massachusetts Port Authority  
Mississippi State Port Authority at Gulfport  
Oxnard Harbort District – Port of Hueneme  
Pease Development Authority Div. of Ports & Harbors  
PhilaPort  
Port Everglades  
Port Milwaukee  
Port of Alaska  
Port of Anacortes  
Port of Barranquilla  
Port of Beaumont  
Port of Brownsville  
Port of Kalama  
Port of Longview – Longview, WA  
Port of Corpus Christi  
Port of Everett  
Port of Davisville/Quonset Development Corp  
Port of Grays Harbor  
Port of Port Arthur  
Port of Redwood City  
Port of Rotterdam  
Port of Vancouver  
Port of Harlingen  
Port of Los Angeles  
Port of Longview  
Port of San Diego  
Port of Seattle  
Port of Vancouver USA  
Port Saint John  
PortMiami  
Ports Authority of the Turks and Caicos Islands  
Puerto Rico Ports Authority  
Santos Port Authority  
St. John’s Port Authority  
Tampa Port Authority  
The Port Authority of New York & New Jersey  
The Northwest Seaport Alliance

### Let’s Get Started!

New member webinars are a great opportunity to improve visibility for your company within the seaport industry. Don’t miss out on your opportunity to get in front of the top decision-makers and those with buying authority within the maritime industry! Join the AAPA community, and schedule your webinar today! Please reach out to our Senior Manager of Membership Growth, Paula Gonzalez, by phone at +1(703) 517-6129 or by email at [pgonzalez@aapa-ports.org](mailto:pgonzalez@aapa-ports.org).



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