

Hyatt Regency Miami
400 SE 2nd Avenue
Miami, FL 33131

This fully interactive seminar is designed as a stand alone or companion to the all virtual MTMT Part 1 course. We welcome all PPM candidates, IAMPE members, and AAPA members who are interested in participating in this hands-on in person event designed to give attendees access to maritime industry experts, a behind the scenes look at seaport, and allow for networking and group learning.

Monday, June 28

(all times listed are EDT)

8:00 – 8:30 a.m.	Registration/Continental Breakfast
8:30 – 9:15 a.m.	Welcome and Introduction <i>Mary Beth Long, Vice President of Marketing and Workforce Development, AAPA</i> <i>Hydi Webb, Deputy Director, PortMiami</i>
9:15 – 9:30 a.m.	Training Program Overview <i>Mary Beth Long, Vice President of Marketing and Workforce Development, AAPA</i> <i>Erik Stromberg, Executive Director, Lamar University Center for Advances in Port Mgmt</i>
9:30 – 10:30 a.m.	Fundamentals of Strategic Leadership - A Terminal Operations Perspective <i>Leadership, both at the executive and operations level, must be strategic and map back to the organization's primary mission. This session will discuss how port authority and private-sector terminal managers can anticipate, envision, maintain flexibility, and empower others to create strategic change as necessary. Strategic leadership in port operations facilitates performance of the marine terminal team to achieve organizational objectives by influencing, setting directions, purposes, and meaning, and maintaining/sustaining the port's or marine terminal's competitive advantage.</i> Speaker: <i>Frank Roig, COO, PortMiami</i> <i>Richard Rodriguez, Vice President Terminal Services, Seaboard Marine</i>
10:30 – 10:45 a.m.	Break
10:45 – 11:45 a.m.	Keynote Presentation – International Trade & Economic Trends - Implications for Port/Marine Terminal Management <i>Hear a maritime industry expert discuss current economic trends and challenges facing ports, marine terminals, and the customers they serve due to shifts in trade, Covid-19 and impacts of the Cruise Industry.</i> Speaker: <i>Dr. Don Maier, Dean of Marine Transportation, Logistics and Management, California State University - Maritime, IAMPE Board Member</i> Moderator: <i>Eric Olafson, Director, Global Trade Business Development, PortMiami</i>
11:45 a.m. – 12:45 p.m.	Team Assignments and Team Projects Overview Facilitators: <i>Mary Beth Long, Vice President of Marketing and Workforce Development, AAPA</i> <i>Erik Stromberg, Executive Director, Lamar University Center for Advances in Port Mgmt</i>

Monday, June 28 (continued)

(all times listed are EDT)

12:45 – 1:45 p.m.

Lunch

1:45 – 2:45p.m.

Port Asset Management

As ports make ever increasing investments in new capital investments to accommodate trade growth, embrace changes in innovation, and new and better technologies, it is critical that, asset management is a critical tool for making wise decisions.

Speakers:

*Erik Stromberg, Executive Director, Lamar University Center for Advances in Port Mgmt
Donald Brinkman, Ports Practice Lead, CSRS, Inc.*

2:45 – 3:00 p.m.

Break

3:00 – 4:00 p.m.

Business Development, Marketing and the Art of Persuasion

If you've ever started a conversation with a client or colleague that involves use of complicated charts and spreadsheets, no matter how impressive the numbers, you've likely seen their eyes begin to glaze over. Depending on your role at the port, it is challenging to communicate your message or influence the outcome of your discussion. In this session, you'll learn ways to make your data points stand out and shine as you present your port's value proposition and marketing narrative.

Art of Persuasion will include our relationship with the Florida Ports Council jointly promoting our 15 deepwater ports from China to Brazil, we are all united. Will also discuss our unique relationship with the Florida East Coast Rail.

Speaker:

*Eric Olafson, Director, Global Trade and Business Development, PortMiami
Sebastian Yavar, Latin America Perishales Specialist, PortMiami*

4:00 – 5:00 p.m.

Case Study #1 – Fundamentals of Negotiating

5:00 – 6:00 p.m.

Reception and PPM Candidate Meet and Greet

Sponsored by: CSRS



Tuesday, June 29

(all times listed are EDT)

8:00 – 8:30 a.m.

Continental Breakfast

8:45 – 9:45 a.m.

Case Study #2 – Individual Team Discussions

Speaker:

Erik Stromberg, Executive Director, Lamar University Center for Advances in Port Mgmt

9:45 – 10:00 a.m.

Break

Tuesday, June 29 (continued)

(all times listed are EDT)

10:00 – 11:00 a.m.	<p>Port and Terminal Business Development <i>Port and Terminal Business development will address the methodical approach to business development, the origin and destination critical logistics pathway and how to develop critical information from sources to develop targets and track progress. The segment will also address the need to develop a port customer contact system for strategic approaches to business activities. (A Maritime Port Executive MPE Level Course Segment)</i></p> <p>Speaker: <i>Capt. Jeffrey Monroe, MM, AMPE Director of Education and Standards, International Association of Maritime and Port Executives Senior Port Management and Development Consultant-HDR</i></p>
11:00 a.m. – 12:00 p.m.	<p>Port and Terminal Operations and Logistics <i>Hear first hand from a Terminal Operator and its logistics partner about the complexity of moving, storing and disseminating goods.</i></p> <p>Speaker: <i>Jose Conception, Vice President, Seaboard Marine</i></p>
12:00 – 1:00 p.m.	Lunch
1:00 – 2:00 p.m.	<p>Presentation on PortMiami and tour of the cruise terminal <i>Port Miami is the global gateway for cargo located at the crossroads of north-south and east-west trade lanes and links world markets with the United States. Cargoes moving through the port include furniture, tile, granite, textiles, tobacco, food, alcohol, fresh fruits and vegetables and fresh flowers. The port is also recognized globally as the “cruise capital of the world.” While cruise operations are on hold because of Covid, the port has invested in security and logistics improvements that will make their operations more safe and secure when business resumes. Tour will include an insider’s look at both the land-side and water-side operations of the port, including it’s massive cruise terminal and container terminals, and pilot house.</i></p> <p><i>PortMiami will work to have CBP and USDA to be at the Terminal Tour to present on inspections and customs duties responsibilities at PortMiami. Pilots will speak on their responsibilities at the Pilot House.</i></p>
2:00 – 5:00 p.m.	Board buses and tour the Port Miami Facilities
5:00 – 6:30 p.m.	Return to cruise terminal for networking, team meetings and snacks
6:30 p.m.	Depart Cruise Terminal. Drop off at no-host dinner location or return to hotel

Wednesday, June 30

(all times listed are EDT)

7:30 – 8:00 a.m.	Continental Breakfast
8:00 – 11:15 a.m.	Work Group Presentations before a Panel of Industry Experts
11:15 a.m. – 12:00 p.m.	Wrap-up remarks/Q&A
	Program Adjourns