MAKE INFORMED CONNECTIONS THAT ENHANCE YOUR OPPORTUNITY FOR SUCCESS!

NETWORKING
Engage with like-minded professionals in the NPF Peer-to-Peer roundtable discussions and daily networking events.

INNOVATION
Interact with over 100 Exhibitors representing industry's top manufacturers and service providers.

EDUCATION
Participate among 130+ workshops, special sessions, US Postal Service certification courses and gain the knowledge that will propel your business and career.

INSIGHTS
Attend the General Session featuring the Postmaster General and US Postal Service Executive briefing workshops.

BALTIMORE, MD
May 21-24, 2017

Baltimore Convention Center

Making Informed Connections at the 2017 National Postal Forum guarantees to serve as a catalyst for growth in your business and career. Whether you seek mailing and shipping solutions to run your business more efficiently, you’re looking for the right partnership to complement your business strategy, or you’re pursuing continuing education opportunities for career advancement, the 2017 NPF is the place to be. We’re bringing US Postal Service and top industry leadership together so you can make the right connections to energize your career and business success.

Join us in Baltimore, MD May 21-24, 2017 at the Baltimore Convention Center and discover the innovations and opportunities that will connect you to the success you deserve.

Enjoy four extraordinary days of education and networking while participating among:
• 130+ Educational Workshops
• Exclusive US Postal Service Featured Sessions
• Engaging Networking Events
• The Industry’s Largest Exhibit Hall
• Official US Postal Service Certification Courses

Explore all the opportunities listed within this catalog and register at NPF.org today!

Complete registration details can be found on page 39.
UNIQUELY BALTIMORE

Be part of the 2017 NPF excitement in the heart of Baltimore’s Inner Harbor. With its bustling harbor and lively downtown area, it comes as no surprise that Baltimore is considered one of America’s most charming cities and top waterfront destinations.

Take advantage of your NPF time and see the sights and attractions that truly make Baltimore a unique and desirable place to visit. Extend your stay at one of the NPF Preferred Hotels and enjoy historic Baltimore in May. Preferred NPF Hotel accommodation details are on page 40 and 41.

SEAFOOD

Indulge in the enticing variety of Baltimore’s finest eateries from spectacular seafood to unique and tasty ethnic cuisines.

NEIGHBORHOODS

Baltimore’s Inner Harbor is a hub of activity and attractions guaranteed to make your day or evening.

ATTRCTIONS

Enjoy the ambiance that help make Baltimore a top waterfront destination.

WATERFRONT

Photo Credits: Visit Baltimore

SPORTS

START YOUR NPF EXPERIENCE EARLY

PUT YOUR COMPASSION INTO ACTION

GIVE BACK TO A COMMUNITY IN NEED. HELP BUILD A HOME AND HOPE.

The NPF is calling on 25 volunteers to support The Habitat for Humanity of the Chesapeake. Your unwavering compassion and support will improve a community and help bring strength, stability and independence to a family in need.

On Saturday, May 20, 2017 from 6 AM to 5 PM, the NPF will assign the first 25 volunteers to spend the day working on a single-family home in the Baltimore Chesapeake area. Join us and help build a home for a deserving family who cannot find affordable options. Volunteer by pre-registering online at NPF.org. There is a $25 non-refundable fee to participate in this giving event. All fees collected will be donated to The Habitat for Humanity of the Chesapeake. Round-trip transportation and lunch will be provided by the NPF.

SATURDAY MAY 20, 2017

VOLUNTEER TODAY!

Volunteer by pre-registering online at NPF.org.

Photo Credits: Visit Baltimore
# Find Your Informed Connections

## Sunday May 21

**National Meeting of Mailing Industry Area Focus Groups**

Join US Postal Service Chief Operating Officer and Executive Vice President Dave Williams as he leads a panel discussion addressing key service and operational initiatives. All are invited to hear the innovative ideas and approaches that are generated in this informative session.

- **9:00 AM - 10:30 AM**
  - National Meeting of Mailing Industry Area Focus Groups

- **9:00 AM - 10:00 AM**
  - Period 1 Workshops

- **10:15 AM - 11:15 AM**
  - Period 2 Workshops

- **11:00 AM - 12:30 PM**
  - Postal Customer Council (PCC) Opening Session

- **11:30 AM - 12:30 PM**
  - Period 3 Workshops

- **12:30 PM - 1:30 PM**
  - Lunch

- **1:30 PM - 2:30 PM**
  - Period 4 Workshops

- **2:45 PM - 3:45 PM**
  - Period 5 Workshops

- **4:00 PM - 5:00 PM**
  - Period 6 Workshops

- **5:00 PM - 6:30 PM**
  - Welcome and US Postal Service Area Receptions

## Monday May 22

**Opening General Session – PMG Keynote Address**

Postmaster General and Chief Executive Officer Megan J. Brennan shares her vision on strategies enabling the mailing and shipping industry’s growth and will highlight investments in the future of the US Postal Service, core platforms for long-term growth, and a vision for transforming mail and e-commerce experiences. Make your plans to attend this always inspiring and innovative Opening General Session.

- **8:00 AM - 9:30 AM**
  - Opening General Session Featuring the US Postal Service Postmaster General

- **9:30 AM - 4:00 PM**
  - Exhibit Hall Open

- **11:00 AM - 12:00 PM**
  - Period 7 Workshops

- **12:00 PM - 1:30 PM**
  - Exhibit Hall Lunch

- **1:30 PM - 2:30 PM**
  - Period 8 Workshops

- **2:45 PM - 3:45 PM**
  - Period 9 Workshops

- **4:00 PM - 5:00 PM**
  - Period 10 Workshops

**Evening: PCC and Partner Reception Events**

## Tuesday May 23

**Opening General Session**

Join Chief Customer & Marketing Officer and Executive Vice President Jim Cochrane and esteemed guests as they present robust trends and patterns for marketers. You will hear how to leverage the latest mail and digital marketing techniques and leave with a playbook for how to build value, drive sales and boost brand loyalty. Don’t miss this must see session.

- **8:00 AM - 9:30 AM**
  - General Session

- **9:30 AM - 2:00 PM**
  - Exhibit Hall Open

- **11:00 AM - 12:00 PM**
  - Period 11 Workshops

- **12:00 PM - 1:30 PM**
  - Exhibit Hall Lunch

- **1:30 PM - 2:30 PM**
  - Period 12 Workshops

- **2:45 PM - 3:45 PM**
  - Period 13 Workshops

- **4:00 PM - 5:00 PM**
  - Peer-to-Peer Roundtables

- **4:00 PM - 5:00 PM**
  - Period 14 Workshops

- **5:00 PM - 6:30 PM**
  - Exhibit Reception in Exhibit Hall

## Wednesday May 24

**Partnership Recognition Luncheon – Featuring a Special Guest Speaker**

Full Registration NPF attendees will benefit from a seated luncheon honoring key industry sponsors and partnerships that have contributed to the ongoing success of the NPF. In addition a special guest speaker will address and inspire all in attendance. Don’t miss it.

- **8:00 AM - 9:00 AM**
  - Period 15 Workshops

- **9:00 AM - 12:00 PM**
  - Exclusive Exhibit Hall Time

- **12:00 PM - 2:00 PM**
  - Partnership Recognition Luncheon

- **2:00 PM - 3:00 PM**
  - Period 16 Workshops

- **3:15 PM - 4:15 PM**
  - Period 17 Workshops

- **4:30 PM - 5:30 PM**
  - Period 18 Workshops

- **7:00 PM - 10:00 PM**
  - Closing NPF Reception

Daily schedules are subject to change.
US POSTAL SERVICE EXCLUSIVELY AT THE NPF

PCC OPENING SESSION
Attend this insightful and one-of-a-kind session that features US Postal Service Officers. Hear about the US Postal Service’s ongoing commitment to the Postal Customer Council (PCC) well-established partnership and future direction of the US Postal Service and how it will benefit the PCC network.

MAKE AN INFORMED CONNECTION

NATIONAL MEETING OF AREA FOCUS GROUPS
Creating and sustaining open lines of communication between customers and local US Postal Service officials has been the goal behind the Area Focus Group meetings. Join the US Postal Service Chief Operating Officer and Executive Vice President Dave Williams, along with a roundtable of US Postal Service Area Vice Presidents and their customers as they discuss key service and operational initiatives. All are invited to hear the innovative ideas and approaches that are generated from this informative session.

OPENING GENERAL SESSION – PMG KEYNOTE ADDRESS
Your business is our business. The US Postal Service approaches every customer and industry it serves with this promise. And being a part of your business success means thinking collaboratively and creatively about the future. To launch the 2017 National Postal Forum, Postmaster General and Chief Executive Officer Megan J. Brennan will deliver the keynote address on strategies enabling mailing and shipping industry growth. Innovations that deliver business value are front and center, especially as the accelerating pace of digital and mobile innovations reshape the way people interact with their mail. Postmaster General Brennan will highlight investments in the future of the Postal Service, core platforms for long-term growth, and a vision for transforming mail and e-commerce experiences.

TUESDAY GENERAL SESSION
US Postal Service Chief Customer & Marketing Officer and Executive Vice President Jim Cochrane will lead a plenary session on customer centricity, featuring a panel discussion on best in-class customer experience strategies. This engaging session will deliver insights and a fresh look at ways of smoothing mail and e-commerce customer journeys – and the competitive advantages of consistently delivering an excellent customer experience. This session will also look across the breadth of the mailing industry value chain to highlight the structural and cultural path toward continual advances in customer experience.

US POSTAL SERVICE OFFICER LED SESSIONS
Attend these special US Postal Service Officer led workshops and discover firsthand the extraordinary innovations and updates that are making an impact in the mailing and shipping industry.

- CULTIVATING SMARTER INTELLIGENT MAIL
  Pritha Mehra, Vice President Mail Entry and Payment Technology

- CYBERSECURITY: EMPOWERING MAIL IN THE DIGITAL MARKETPLACE
  Greg Crabb, A/Chief Information Security Officer and Digital Solutions Vice President

- DELIVERY TODAY AND TOMORROW
  Kevin McAdams, Vice President Delivery Operations

- END-TO-END NETWORK OF OPERATIONS – THE ART OF THE POSSIBLE
  Robert Cintron, Vice President Network Operations

- ENTERPRISE ANALYTICS – THE DIGITAL FRONTIER
  Isaac Cronkhite, Vice President Enterprise Analytics

- INFORMED CUSTOMER EXPERIENCE
  Steve Monteith, Vice President Marketing

- INFORMED PRODUCT SIMPLIFICATION
  Steve Monteith, Vice President Marketing
  Sharon Owens, Vice President Pricing & Costing

- INNOVATING TODAY FOR TOMORROW’S CUSTOMER
  Gary Reblin, Vice President Product Innovation

- MAKING CONNECTIONS WITH SUPPLIERS
  Susan Brownell, Vice President Supply Management

“STAYING ALIVE!”
Guy Cottrell, Chief Postal Inspector, US Postal Inspection Service
Gary Barksdale, Deputy Chief Inspector, US Postal Inspection Service

MAKE AN INFORMED CONNECTION
MAKING CONNECTIONS COUNT

The NPF is a rich environment for building professional relationships within the mailing and shipping industry. Networking at its finest is about connecting with colleagues, partners and like-minded professionals to share ideas, best practices and business cases that help reach common goals and objectives. Networking is vital to career growth and longevity within any industry. And what’s more, the NPF makes attendee engagement easy. Enjoy the many special networking events and take this opportunity to make your connections count.

NPF WELCOME AND US POSTAL SERVICE AREA RECEPTIONS

On Sunday evening, the NPF and US Postal Service Areas will host a Welcome Reception for all NPF attendees. Catch up with colleagues from your US Postal Service Area and meet new acquaintances as we celebrate the beginning of the 2017 NPF.

POSTAL CUSTOMER COUNCIL (PCC) RECEPTION

Fast becoming a favorite NPF networking affair, the PCC reception welcomes all attendees to the exciting Monday evening event. Enjoy lively conversation, appetizers and refreshing beverages, plus the opportunity to meet old and new PCC members. The PCC is a valuable resource for business mailers large and small — providing information and best practices for cost-effective, profitable mailings. Plan to make valuable PCC connections while enjoying this wonderful event.

PEER-TO-PEER ROUNDTABLES

If you’re seeking industry specific knowledge or wish to share best practices about your business niche, look no further — you’ll find it on Tuesday at the NPF Peer-to-Peer Roundtables. Roundtable topics are led by US Postal Service representatives and industry leaders. Multiple topics will be covered, so take this opportunity to learn and share with mailing and shipping professionals like you. More details and roundtable topics can be found at NPF.org.

EXHIBITORS’ RECEPTION

The NPF puts together the largest exhibit hall in the mailing and shipping industry with over 100 top products and services on display — offering solutions and resources for everyone. In addition, the NPF Exhibitors are hosting an evening reception for all to attend. Take this unique opportunity to meet and greet top company representatives in a casual setting while enjoying appetizers and refreshing beverages. It all happens in the Exhibit Hall on Tuesday evening.

NPF PARTNERSHIP RECOGNITION LUNCHEON

NPF attendees with Full-Registration privileges are invited to join a special seated luncheon honoring NPF sponsors and partners. Join the NPF as they recognize outstanding contributions and support in helping make the NPF all it can be. And get ready to be inspired by a special guest speaker. Stay tuned to NPF.org for the exciting details!

NPF CLOSING EVENT

After a dynamic few days of making informed connections, make your plans to celebrate the 2017 NPF Closing Event at the iconic M&T Bank Stadium — home of the Baltimore Ravens. Enjoy a final opportunity to engage with your fellow attendees, indulge in good food, music and celebration! The NPF Closing Event is the perfect event to revel in accomplishment and the success that is sure to follow.

Photo credit: Visit Baltimore

NPF 2017 | 9
Technology, innovation, resources and what's more – solutions! It’s all here at the 2017 NPF Exhibit Hall. You’ll find over 100 top industry companies serving the mailing and shipping industry. Discover expert services and state-of-the-art products ranging from automation support to web print and more. Take advantage of this unique setting and find the solutions that will work for you.

US POSTAL SERVICE SALES BOOTH
The 2017 Exhibit floor will once again feature the US Postal Service Sales Booth. Meet with sales representatives who can show you how the US Postal Service is leveraging technology and infrastructure to meet your needs. The US Postal Service booth will highlight direct mail advertising and shipping options that can only be found at the US Postal Service.

EXHIBIT FLOOR AND CONSULTATION CENTER
The 2017 Exhibit floor includes access to top postal experts who are available for free consultation. Make connections with postal representatives offering their latest insights on mailing, shipping, marketing and US Postal Service online solutions. Mailers are encouraged to bring their mailpieces and to schedule appointments in advance with Mailpiece Design Analysts (MDA) to receive hands-on technical assistance to ensure that their mailpieces meet discount eligibility requirements. As always, pricing experts will be on-hand to answer your most detailed questions about prices and how to maximize your return on investment. The US Postal Service Consultation Center is available Monday through Wednesday.

RESOURCE PAVILION
Looking for the right connections to boost your business or career? The Resource Pavilion holds an abundance of information relating to the mailing and shipping industry. Meet with mailing specialists, associations and nonprofit leaders from across the industry and discover the solutions you need to move toward success.

EXHIBITORS’ RECEPTION
Don’t forget, NPF Exhibitors are hosting an evening reception for all to attend. Take this unique opportunity to meet and greet top company representatives over appetizers and refreshing beverages. It all happens in the Exhibit Hall on Tuesday evening.

NPF SOLUTIONS THEATER
Take a break from the hustle and bustle of the Exhibit Hall floor and slip into the NPF Solutions Theater. Brought to you by IDEAlliance, here you’ll experience solution-driven mini-workshops designed to keep you in the know on a variety of hot topics. Presentations will be scheduled throughout each day the Exhibit Hall is open, so watch the marquee for show times and the topics that interest you.
US POSTAL SERVICE OFFICIAL CERTIFICATION

The US Postal Service Certification courses offer an exclusive opportunity for NPF attendees to expand their base of knowledge, professional skill and commitment to ongoing education through three comprehensive training courses. Upon completion of a multi-session course and passing the final exam, successful participants will receive Official US Postal Service Certification.

If you’re seeking opportunities to bolster your professional credentials, try the Official US Postal Service certification courses being offered exclusively at the NPF and choose the course that is best for you.

Pre-registration is required, so hurry, limited space is available.

CERTIFIED DIRECT MAIL PROFESSIONAL (CDMP)

Would you like a professional certification from the US Postal Service that builds client confidence and increases your customer base? How much would a certification like this enhance your industry credentials? The CDMP course is designed for the mailing industry professional to develop and strengthen core skills that build and maintain a successful direct mail business within this highly competitive environment. Topics include:

• Omni-Marketing
• Mailing List Management
• Mailpiece Creation
• Response Rates
• Technology

This limited-enrollment course is sponsored by the US Postal Service and was developed by a committee of US Postal Service and mailing industry experts. US Postal Service certification will be achieved upon a $160 fee payment and successful completion of the exam.

EXECUTIVE MAIL CENTER MANAGER (EMCM)

The EMCM course is designed for individuals who wish to develop Mail Center Management skills. The course teaches skills needed to manage more effectively, boost productivity and cut costs. Sponsored by the US Postal Service and developed by a professional committee with representatives from across the mailing industry, this course offers a certified designation that emphasizes professionalism in Mail Center Management. Topics include:

• Sales and Marketing
• Basic Mail Design
• Finances
• People Management
• Technology
• Tools and Resources

To earn official certification, participants are required to complete all 14 planned sessions and pass a comprehensive exam at the completion of the course. Limited space is available. Pre-registration is required to reserve your space. A $180 final exam fee applies.

MAILPIECE DESIGN PROFESSIONAL (MDP)

The MDP course is centered around effective mail design compatibility and optimizing postage costs through automation. This eight-hour course will be held over Tuesday and Wednesday and includes a comprehensive final review. The MDP certification is a two-year certification that offers a professional designation to all graduates. Topics include:

• Classes of Mail
• Processing Categories
• Barcode Formats
• Designing Automation Mail
• Machineable/Non Machineable Criteria

Limited space is available. Pre-registration is required to reserve your space. A $95 MDP final exam fee applies.

TRAINING CERTIFICATES

Earn a US Postal Service Professional Training Certificate for participating in 2017 NPF workshops. Based on how many workshops you attend:

Bronze– 8 workshops; Silver– 11 workshops; Gold– 14 workshops; and Platinum– 17 workshops.

A Platinum Certificate is personally signed by the Postmaster General.
MAKE AN EDUCATION CONNECTION

The 2017 NPF offers a broad range of educational opportunities to help mailing and shipping professionals improve their marketing, operations and management skillsets. Included within the following specialized tracks are a variety of instructional workshops designed to provide in-depth knowledge, best practices and innovative strategies needed to take your career or business to the next level. Choose from five industry tracks and make the informed connection you need to succeed.

CUSTOMER ANALYTICS AND MARKET RESEARCH

Today’s consumers are constantly interrupted by an overwhelming amount of advertising content on a day-to-day basis. Whether it comes from print, mail, digital or broadcast, companies competing for consumer attention must evolve their acquisition strategies in order to be considered. In this track, enjoy dynamic industry and US Postal Service workshops where you’ll learn best-practice techniques for leveraging marketing analytics, data segmentation and integrated channel strategies. You’ll discover innovative ways to cut through the advertising clutter by capturing the attention of your target audience. In addition, you’ll learn several industry approaches that can help keep customers loyal to your product or service.

Connect with Customer Analytics and Market Research beginning on page 16.

INTRODUCING INFORMED DELIVERY: DIGITAL IMPRESSIONS WITH MAIL

Informed Delivery is a truly innovative digital feature that gives residential consumers the ability to see a daily preview of what will be arriving in their mailboxes and is a highly effective communication tool for the mail owner. Residential customers will receive a daily email presenting them with images of the mail pieces destined to be delivered that day. This additional mail moment offers consumers the convenience of seeing what is coming to their mailbox – anytime, anywhere – even while you are on the go. Mail owners will be able to use this feature to enhance their physical and digital marketing efforts, using full-color representative images to help generate more excitement about what’s in the mail. Informed Delivery is yet another way to add value to the mail we all rely upon.

Connect with Informed Delivery beginning on page 23.

MAIL OPERATIONS MANAGEMENT

Attend these workshops and hear from US Postal Service and industry experts who will provide you with the necessary knowledge, tools and processes that will maximize the value of working with the US Postal Service. Learn vital addressing tips, ways to save money on your mailing costs, and how to turn up efficiency and effectiveness in your mailroom operations. Learn about technological advancements in US Postal Service payment and acceptance practices, along with updates on mail inventory management programs, mail tracking advancements and full-service mailings.

Make a Mail Operations Management connection beginning on page 25.

THE EVOLVING SHIPPING MARKETPLACE

In this track, attendees will learn about the latest innovations and customized shipping solutions that are making an impact in the shipping and packaging industry – including e-commerce strategies, international shipping and much more. The internet has changed consumer habits in many ways, and the US Postal Service has plans underway to provide even greater value and convenience for our customers. Attend these insightful workshops and make a profitable shipping and packaging connection.

Make a Shipping and Packaging connection beginning on page 29.

THE NEW DIGITAL MARKETING CHANNEL – MAIL

Direct Mail and digital marketing activities can go hand in hand to move consumers to the desired decision point for making purchases, acquiring a service, providing a donation, or affiliating with your firm. Integrating direct mail and digital marketing to develop the correct blend of marketing techniques will allow you to reach your audience exactly where, when and how they want to be reached. In this track, you’ll learn how to build an effective multi-channel campaign using a strong offer, solid creative, content marketing, a call to action, and the right list. You’ll find out how to use social media to improve customer outreach and analytics, how to use augmented reality and other print techniques to bring your mailpiece to life. These digital techniques will show you how to harness the purchasing power of generations from baby boomers to millennials. You will also find a variety of professional development workshops included within this track.

Connect with The New Digital Marketing Channel – Mail beginning on page 32.
CUSTOMER ANALYTICS AND MARKET RESEARCH

In this track, enjoy dynamic industry and US Postal Service workshops where you’ll learn best-practice techniques for leveraging marketing analytics, data segmentation and integrated channel strategies.

A FAST UNDERSTANDING OF OUR FACILITY ACCESS
Three MMIC Industry Leaders for the FAST User Group (Facility Access and Shipment Tracking) will explain all the recent changes to the system. They will walk you through everything from making an appointment to changing the appointment. What happens if a package is dropped off at the wrong location? How does the facility determine the correct location? These questions and more will be answered as you learn the ins and outs of the system.

CUSTOMER ANALYTICS
Inside from the USPS: ELECTION OF 2016
Mail.dat and Mail.xml. In this workshop you will learn how the USPS is using data to improve the mail service. You will learn how to use the data to improve your mail service and how to analyze the data to understand customer behavior.

BUILDING YOUR COLLEGE AND UNIVERSITY MAIL CENTER’S BRAND
This workshop will help you understand the tactics on how to get the most out of your college/university’s marketing efforts. You will learn how to develop a consistent brand message that resonates with your target audience to improve results, build brand loyalty and boost your segmentation strategy.

CUT THE FAT, GET LEAN
Many buzzwords have been used for process improvement. Regardless of the catchphrase, we all know there is room to gain efficiencies as each day we are tasked to do more with less. Now is the time to really focus on improving your processes. Learn some of the approaches two companies use to continue to streamline their processes to cut time, reduce errors and prevent rework. Examples include basic tools to map out current states, partnering with vendors to automate redundant daily tasks, and collaboration within the supply chain. Join us to learn some simple methodologies that will help you connect the dots of process improvement.

EMPOWERING INTERNAL CUSTOMER SATISFACTION FOR IMPROVED SERVICE AND EFFICIENCY
This presentation is designed to help you determine what your internal customers’ needs are so you can look at your service offerings and performance from their point of view. This will help you achieve a high level of customer satisfaction, eliminate unnecessary steps and resolve customer problems faster. Learn how to work with your customers to validate service level agreements (SLAs) and establish Key Performance Indicators (KPIs), measure them, and set goals for improvement. Embracing customer satisfaction will result in you working together with your internal customers for improved service and a more efficient operation.

ADVANCED CUSTOMER LOYALTY: TAKING SEGMENTATION TO THE NEXT LEVEL
Segmentation is one of the first steps toward efficient and effective marketing. More than just a tool for creating relevant targets, segmentation can help you optimize the customer lifecycle. Many organizations are drowning in data, but data is also revolutionizing business. By applying marketing segmentation principles, data hygiene and analytics, companies can gain competitive advantages that drive strategic decisions about prospecting and customer acquisition. Learn how to go beyond transactional data to customize multi-channel marketing campaigns that resonate with your target audience to improve results, build brand loyalty and boost your segmentation strategy.

CLOSING THE VISIBILITY GAP
Visibility drives operational efficiencies and improves customer service by providing transparency in the movement of mail and packages across the Postal network. Over the past several years, the US Postal Service has made significant improvements within package and mail visibility by promoting adoption of barcodes, deploying state-of-the-art equipment, improving scan data quality and developing analytics solutions to use the visibility data to provide meaningful insights to stakeholders. In this workshop you will learn how the US Postal Service is closing the visibility gap and continuously improving data quality. Learn how Enterprise Analytics is increasing the use of visibility information through investing in upgrading its infrastructure, emerging technologies and analytics solutions to close the visibility gap and improve service performance and customer experience.

CROSS-PLATFORM ATTRACTION
In this workshop we will discuss the challenges of achieving attribution and what marketers can do to remedy the gaps in understanding it. We will also address other challenges of using all media in our cross-channel mix. Learn how to use analytics solutions to close the visibility gap and improve service performance and customer experience.

ENGAGING MAIL AND THE GENERATIONS
Today, there are five generations with purchasing power. Each has their own personality, perception, and dollars to spend. Each has a different view on engagement with mail. While some think mail is outdated, statistics show that physical mail drives higher response rates than digital methods alone. In this workshop, you will learn what makes mail important to each generation and you’ll understand the differences between the generations. You’ll hear about technology and ideas to tailor your mail to drive improved responses.

ENHANCING THE CUSTOMER EXPERIENCE
Are your business practices effectively creating a world-class customer experience? Understanding your customers and what they want is key to driving growth. In this workshop, you will learn how the US Postal Service has used cutting edge marketing research techniques such as ethnographic research and journey mapping to understand the customer and how to ultimately drive more engagement with your brand.

CUSTOMER ANALYTICS AND MARKET RESEARCH

EMPLOYEES AS CUSTOMERS – THE POWER OF THE EMPLOYEE EXPERIENCE AND ENGAGEMENT
Across business and market industries, the Customer – and Employee Experience (CX) – has taken center-stage in driving strategy, marketing, operations and budgets. Companies are prioritizing CX as a business strategy – studies show that customers are 5.2X more likely to purchase from companies with a great customer experience. In this workshop we learn the powerful connection between business performance and the employee experience (EX) – the idea that treating employees as customers is another important driver of the bottom line. By improving the employee experience, particularly at key moments that matter and drive engagement, organizations will realize positive improvements in their customer and revenue metrics.
CUSTOMER ANALYTICS AND MARKET RESEARCH

INDUSTRY SWOT: IMPACT OF TODAY’S TRENDS ON YOUR BUSINESS AND HOW TO CAPITALIZE ON THEM

Step back from the day-to-day business of your operation and learn the impact of an evolving landscape. This presentation will explore the strengths, weaknesses, opportunities, and threats (SWOT) presented by current changes and trends in the industry. We will explore trends in three areas — integrated direct communications, the shifting US Postal Service landscape, and contact data quality — and send you away with a SWOT analysis on each area that includes an actionable checklist of things you can incorporate into your business.

INFORMED VISIBILITY: MAKING POWERFUL CONNECTIONS IN REAL-TIME

Informed Visibility (IV) is providing the mailing industry with greater insight into mail tracking - helping to connect you with your customers. Attend this workshop to hear mailing industry leaders share their thoughts and experiences on how to leverage real-time information from IV. Learn how near real-time mail tracking data, enhanced visibility, and flexible data provisioning and delegation can increase the value of your mail and transform your business. Find out how logical delivery events provide insight into when your mail is delivered without the need for a physical scan. Discover which exciting new features are upcoming and how you can benefit from them to get the most out of Informed Visibility.

INNOVATING BULK MAIL DISTRIBUTION THROUGH BEHAVIORAL ANALYTICS

In the age of big data, behavioral analytics can provide unprecedented insight into customer interactions and dynamics. New e-commerce and advanced retail technologies generate immense amounts of data that can be leveraged to develop a greater understanding of consumer behavior. Behavioral analytics can be applied to optimize commercial mail to achieve higher customer attraction and retention. Instead of sending universal bulk mail that might be immediately discarded, you can utilize behavioral analytics to identify and recommend target consumer groups to commercial mailers based on retail and shipping data. Commercial mailers can use actionable data to drive business value as they develop more targeted communications based on insights into how their target customers make purchasing decisions. In this workshop, learn how the US Postal Service and commercial mailers can partner to leverage behavioral analytics to determine which customers to send commercial mail to, how often, and what type of products they are more likely to purchase.

MAILER SCORECARD NAVIGATION AND REPORT UtilIZATION

The Mailer Scorecard is a tool which enables mailers to monitor their mail quality across several US Postal Service programs, including Full-Service, eldond and Seamless Acceptance. This workshop demonstrates how to access the Mailer Scorecard and the information available, including who can see it and what it means. Attendees will learn how to use drill-down reports, access piece-level data to identify quality issues, and understand the postage assessment process.

MAILING BILLS AND STATEMENTS? HOW TO GET THE MOST FOR YOUR MONEY

Learn how recent price changes make mailing bills and statements more affordable. Find out best practices that not only leverage your mail budgets, but make bills and statements an effective customer communication and engagement tool. The US Postal Service will review the latest trends and research findings that help your company make the most of the bill. Learn how you can benefit from them to get the most out of Informed Visibility.

MAILING IN A SECURE WORLD IN 2017

Is my data safe? Am I really liable for a data breach? If you’ve asked yourself these questions, this workshop is for you. Data security has quickly become one of the most important elements of a successful mailing operation.

MEDIA ATTRACTION – HOW CAN YOU TELL?

As consumers weave in and out of multiple channels, it’s up to marketers to determine how each channel or touchpoint plays a role in the consumer’s ultimate conversion. The better marketers can understand such influences, the better they can build – and justify – truly customer-centric marketing programs. Media attribution is not easy, in fact, every medium will take credit for the conversion, but we know that is not possible. This workshop will look at new methodologies for media attribution and the basics needed to build an attribution model. Topics covered will be First Touch, Last Touch and Fractional.

MIGRATING CUSTOMER ACQUISITION TARGETS TO HIGH-VALUE LOYAL CUSTOMERS

Acquiring customers is the lifeblood of any organization. However, cultivating those individuals into high-value, long-term customers takes time, effort, insight and a positive customer experience. This workshop will explore how marketers can migrate customers through various stages in the customer life cycle, the use of loyalty programs within this process and an interactive retail loyalty case study.

NEW MAIL ENTRY TECHNOLOGIES: WHAT’S IN IT FOR MAIL OWERS?

For the past ten years, the US Postal Service has been building programs to streamline and automate mail entry. Mail Service Providers have been deeply involved as processes have changed and new technologies have been introduced. Join us to learn how to use these new programs to drive transparency and accountability in your direct mail supply chain. Discover how you can use the Mailer Scorecard to monitor and improve mail quality and leverage the enhanced mail tracking data fueled by these programs to better integrate your mailings with other marketing channels.

OUTSOURCING – SEPARATING MYTHS FROM REALITIES

Outsourcing may be the most emotionally charged issue facing mail operations managers today. Outsourcing is often a knee-jerk reaction by companies desperate to cut costs or to get rid of bothersome employees. When implemented in this fashion, either venture will probably result in failure. Outsourcing is neither the magic bullet depicted by some vendors and consultants, nor the evil bogeyman feared by many operation managers. It’s a strategic tool for enhancing performance that should be considered by all companies. This workshop will discuss the myths and realities around outsourcing. Also, we’ll provide methods for analyzing which functions are candidates for outsourcing, and which functions should remain an internal operation.

PCC POLICY ADMINISTRATION STARTER KIT

Pretend you’re at your local PCC Executive Board meeting. Now, think about what would make your PCC the best it could be. That’s what we’ll be discussing in the Policy Administration Starter Kit Workshop. We’ll work on your mission statement, board goals and responsibilities, bylaws and minutes and how to build a team (and get them to recommit annually). If you’re interested in starring your own PCC, we’ll talk about that, as well. Bring your good ideas as well as your challenges – we’ll be doing a lot of information-sharing, as well as listening.

INTEGRATED MEDIA RESEARCH CENTER

The Integrated Media Research Center is an initiative aimed at sharing and promoting research to help marketers and companies understand how to optimize marketing communication channels, specifically direct mail. The initiative was developed by MailMark Advisors comprised of senior executives across a variety of marketing-related industries. The Board of Advisors represent organizations that conduct direct marketing, research, media planning, data analytics and advertising. We’ll show you how to use this website as a resource for research and case studies about the value of each marketing medium and how its effectiveness can be enhanced and accurately measured.

FUTURE OF MOBILITY: DISRUPTING MARKETING AND CHANGING THE GAME FOR NEW PRODUCTS AND BUSINESS MODELS

Frictionless, automated, personalized travel on demand—that’s the dream of the future of mobility. Extending auto ecosystem’s various elements are coalescing to realize that dream sooner than expected, which means that incumbents and disruptors need to move at top speed to get on board. The value shifts as a new ecosystem of mobility emerges that will have a tremendous impact on how connectivity and commerce occur, which will directly impact the mailing and shipping business of the US Postal Service. Amidst the ecosystem’s complexity, we anticipate the emergence of distinct value creation roles. These roles are closely linked and will require collaboration to serve the customer. The workshop will explore changes to customer experience, the impact it has on marketing and product innovation. Come explore the ways in which the mailing and shipping industry can integrate physical, digital and alternative retail channels in the new mobility ecosystem.

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The Integrated Media Research Center is an initiative aimed at sharing and promoting research to help marketers and companies understand how to optimize marketing communication channels, specifically direct mail. The initiative was developed by MailMark Advisors comprised of senior executives across a variety of marketing-related industries. The Board of Advisors represent organizations that conduct direct marketing, research, media planning, data analytics and advertising. We’ll show you how to use this website as a resource for research and case studies about the value of each marketing medium and how its effectiveness can be enhanced and accurately measured.
POSTAL BUDGETS: ARE YOU IN COMMAND OF YOUR OPERATION?
Mail Center staff professionals are constantly being asked by internal and external customers, "Can you reduce my postage costs?" Most organizations are using sorters, postal software or outsourcing the presorting task to get automation discounts — but are costs as low as they can go? Are there other ways? You will learn how others are using document re-engineering techniques to maximize postage discounts. This workshop will also show how Mail Center staff can add value to other parts of the business with full visibility inside and outside of your operation with Enterprise Dashboards.

POSTALPRO/PCC PORTAL
Come see a live demonstration of the new PostalPro/PCC Portal. It is intended to improve information sharing among PCC members across the country. It's a collaboration site where members can connect, learn, and share, and it offers a centralized location for you to access essential information about upcoming and past events. In the PCC locator, the PCC Insider e-newsletter, as well as educational resources, membership information, the PCC locator, the PCC Insider e-newsletter, as well as information about upcoming and past events. In the members-only PCC Portal, registered users will be able to collaborate with unprecedented ease. Complete with discussion forums, file upload capability, and calendar tools, the Portal is an exciting enhancement to the PCC network.

PREDICTIVE AND PRESCRIPTIVE ANALYTICS: HOW THE US POSTAL SERVICE IS USING ADVANCED ANALYTICS AND ENTERPRISE DATA MANAGEMENT TO EXPLORE THE ART OF THE POSSIBLE
The US Postal Service has always used data to make important marketing decisions, and many companies don’t know where to start with data. This workshop will show you how to get started — with some simple methods to understand how to use data to drive your next direct mail campaign. We’ll share actual examples of how businesses have used data to change their mailing programs, smarter and improve ROI. Learn about how to use data from external and internal sources and how they can help you jump-start into smarter Data Driven Direct Mail.

SEAMLESS ACCEPTANCE + INFORMED VISIBILITY = IMPROVED TRACKING AND TRANSPARENCY
The powerful combination of Seamless Acceptance and Informed Visibility drives enhanced mail tracking along with greater transparency and accountability across the direct mail supply chain. The question is, how can you best take advantage of these programs to manage your direct mail supply chain and fine tune in-home delivery? We’ll examine best practices for achieving your in-home targets and how to leverage available data to ensure direct mail is seamlessly into your multi-channel strategy.

STREAMLINED MAIL ACCEPTANCE: A GUIDED TOUR THROUGH SEAMLESS ACCEPTANCE
Seamless Acceptance automates the entry and verification of commercial mailings by leveraging electronic documentation, Intelligent Mail barcodes, and information collected from handheld sampling devices and mail processing equipment scans. Learn how to participate in Seamless Acceptance and improve mail quality using key metrics found in the Mailer Scorecard, and hear about the process for undocumented pieces. Learn the newest updates to the Seamless Acceptance program including its expansion to Business Mail Entry Units.

SYNCHRONIZING MARKETING AND OPERATIONS WITH THE CUSTOMER JOURNEY
The 2016 Chief Marketing Officer (CMO) Survey found that the role of CMOs across industries has significantly broadened within the past five years. Brand development and management, customer focus, and digital marketing have become the most critical marketing capabilities for organizations, yet gaps to develop these capabilities also continue to exist. As companies increase spending on digital marketing and customer relationship management (CRM), the roles and responsibilities of a CMO will continue to expand. Cross-functional initiatives such as the transformation to a customer centric organization can encounter significant barriers in people’s resistance to change. Attendees will walk away with market perspectives and opportunities for the mailing and shipping industry anchored in the following tenets: understanding changing customer needs and demands, focusing on the experience (not a touchpoint), and capitalizing on new measurement tools.

THE CUSTOMER EXPERIENCE IN AN OMNI-CHANNEL ENVIRONMENT
With access to more information and more options, customer expectations are higher than ever before. Customers do not compare you to where you were last year, they compare you to the best-in-class today. To stay ahead, you must find a way to add value to people’s lives and create meaningful and lasting connected experiences. You have a choice. You can wait to see which approach appears to work, or you can be where your customer wants to go. With digital technology fueling radical change, the risks associated with waiting on the sidelines are greater than trying and not succeeding. The workshop participants will learn how to approach these challenges. Learn how a multi-dimensional view across - The Business, The Experience and The Technology - can give you the visionary perspective to change how you bring people together, collaborate with clients and make tomorrow more successful.

THE FUTURE OF THE LOGISTICS INDUSTRY AND THE IMPLICATIONS FOR THE POSTAL COMMUNITY
Scenarios from a recently completed study on the future of the global logistics industry will be presented in this workshop. The participants in this workshop will see the way that changing customer expectations, technological breakthroughs, new entrants to the global logistics industry and new forms of collaboration will shape the future of the mailing industry. The workshop participants will see how these trends and possible future scenarios shaped by start-ups, the evolving Internet and the response of traditional competitors will shape the marketplace for mailers, postal suppliers and the postal community.

THE MOST IMPORTANT FOUR-LETTER WORD IN DIRECT MAIL: TEST
Direct mail testing is a critical, but an often overlooked component of a direct mail campaign. More than anything, direct mail testing helps you learn about your marketing. This workshop will feature a few direct mail case studies focusing on A/B testing to compare the results of like campaigns with a test variant to reveal the winning format. We will also discuss some guidelines and best practices for setting up direct mail tests.

TOOLS TO TRACK SOCIAL MEDIA INTEGRATION IN A MAILING CAMPAIGN
You can read case studies that show huge jumps in responses when integrating social media into the mail piece, but they typically do not tell you how they were tracking the response rates. Clemson students replicated a company’s case study that went from a 22% response rate to a 120% response rate with social media added. Please note this was not a percentage of a percentage; it went from 1,111 responses for the mailing alone to 6,089 total when social media was added. What the students learned in their replication effort was that you need to clearly define what a quantifiable response is and then learn how to track the responses. The students learned it is not just about posting something on social media. Tracking responses requires a new skill set. Presenters will share their own experiences with integrating social media.
UNDOCUMENTED MAIL PIECES
As the US Postal Service implements assessments for Full-Service errors over the published thresholds, one of the elements the US Postal Service will be measuring is the quantity of your “undocumented” pieces. For many mailers the assessment for undocumented pieces could actually be the most expensive one they face, because unlike some of the other assessments that are passed onto the respective mail owners, assessments for undocumented pieces will usually come right out of the mail preparer’s pockets.

In this workshop, we will discuss what undocumented mail pieces are, and ways to handle and prevent undocumented pieces.

US POSTAL SERVICE MAILER SCORECARDS FROM A MAIL OWNER AND SERVICE PROVIDER PERSPECTIVE
Now that the Full-Service scorecard has been live, what have we learned? We will discuss additional scorecards, some of which are about to go live, such as Move Update. Is Seamless Acceptance a good thing? Come and hear two perspectives on this. We will also answer the question around the possibility of a future where mail is 100% verified through technology, eliminating the need for the US Postal Service Verification Clerks to physically look at mail.

UTILIZING eINDUCTION TO MANAGE LOGISTICS AND SIMPLIFY DROP SHIPMENTS
Discover the US Postal Service’s solution to simplifying the drop shipment process with eInduction. Learn how to leverage electronic mailing information to eliminate the need for hardcopy PS Forms 8125 and 8017s expediting the shipping process. Hear how the US Postal Service has enhanced the Mailer Scorecard to provide Mail Owner visibility into their drop shipments and access to post-shipment information. This workshop will also cover the eInduction onboarding process and participation requirements.

VALUE OF THE PCC: WHEN INDUSTRY AND THE US POSTAL SERVICE WORK TOGETHER SUCCESS Follows
Get ready for an interactive discussion between industry and postal members sharing how they work collaboratively together to ensure success of their PCC. We’ll cover the roles and responsibilities of postal employees in relation to the PCC and talk about the benefits of PCC membership for both postal and industry members. You will hear success stories and get tips on how to get maximum participation from both industry and postal members in your PCC. If you are having trouble attracting new members to your PCC then this workshop is for you.

WHO CAN YOU TRUST WHEN OUTSOURCING YOUR PRINT PRODUCTION? WHAT MAKES A GREAT PARTNER?
Hear “real life” experiences from the trenches on what to consider and keep in mind when making the outsourcing decision. There are many options and a multitude of workflows, processes and functions across an enterprise that need to be involved in these decisions. This can be done well and efficiently with the right partner, but the key is in how you can identify who that ideal partner is. In this workshop we will share our own experiences and advice on how to make this decision effectively to assure success.

WOW’S MY MAIL – CONNECTING MAILERS WITH GREATER VISIBILITY
Do you think your mailing campaigns are not connecting with your customers? Sounds like you may need greater visibility into your mail and the US Postal Service has just the thing for you. This informative workshop allows you to explore innovative opportunities through Informed Visibility. Come discover the exciting world of IV that will give you near real-time visibility, greater insight into your mailing potential and expanded opportunities to grow your business through improved mailing campaigns and increased customer value. Come see how you can leverage real-time visibility to connect with your customers and enhance the value of mail in ways never possible before. The power to gain greater visibility is within your reach when you have access to IV.

INTRODUCING INFORMED DELIVERY: DIGITAL IMPRESSIONS WITH MAIL
In this track learn all about the truly innovative digital service that provides residential customers with a preview of the mail destined for their mailboxes and how it can be a very effective communication tool for the mail owner.

CAMPAIGN DESIGN FOR INFORMED DELIVERY: ADDING DIGITAL CONTENT
Informed Delivery was designed to support the inclusion of digital content that augments the messaging delivered by the physical mail piece. In this workshop, the US Postal Service will discuss the lessons learned in adding digital content to physical mail pieces and offer some emerging practices for making the most out of the digital bridge that Informed Delivery provides.

HOW CAN AD AGENCIES LEVERAGE DIRECT MAIL MORE EFFECTIVELY?
Ad agency executives are interested in new approaches/technologies so they can showcase their expertise and innovation. This workshop will share approaches that incorporate multiple marketing elements that all work together as solutions that show off their creative capabilities. We will share the latest in technologies used in omni-channel marketing. This workshop will showcase multiple agencies, clients, and mail service provider printer case studies that have each done innovative campaigns featuring Informed Delivery, Augmented Reality, Near Field Communication, video in print or an interactive piece.

INFORMED DELIVERY AND DRIVING RESPONSE: TACTICAL TIPS FOR INDUSTRY VERTICALS
Informed Delivery is designed to increase response rate and ultimately bring a better response to a call to action. This workshop will discuss techniques for implementing Informed Delivery to drive higher response rates for different vertical industries.

INFORMED DELIVERY CAMPAIGNS USING MAIL.DAT
Mail.dat makes possible a set of advanced capabilities in Informed Delivery. While general campaign creation is easy using Informed Delivery’s online tools, Mail.dat makes advanced campaign creation possible and manageable. This workshop will review Mail.dat basics for campaign creation and will describe several ways to create personalized campaigns.

INFORMED DELIVERY DEVELOPER WEBTOOLS AND INFORMED DELIVERY TOOLKIT
Webtools is the web services backbone of the US Postal Service data sharing infrastructure for transactional data. The US Postal Service will provide an update on some of the new capabilities developed in late 2016 and early 2017, as well as a sneak peek into what’s next on the horizon – including our advanced services management and monitoring tools. With the Developer toolkit, you can include an Informed Delivery experience right in your own native app. Join us as we discuss how a company has already done this, and see a step-by-step presentation of the tools available to let you do it yourself.

INFORMED DELIVERY – FLATS AND SATURATION MAILERS
Automation letters tend to get a lot of attention as part of Informed Delivery, but flats and saturation mail is well supported. The Postal Service will present updates on the features of Informed Delivery designed to support flats and saturation mail, and will offer tips and tricks for getting the most out of Informed Delivery for all of your mailpieces.
INFORMED DELIVERY UPDATE AND OVERVIEW
For those unfamiliar with the Informed Delivery program or for those just interested in an update on progress to date, this workshop introduces mailers to the concepts of Informed Delivery at a high level and describes how it may be used in support of mailing campaigns. This workshop will also update the mailing community on the status of program development and lay out the roadmap for the next 12 months. Informed Delivery makes getting started with the program easy. This workshop will lay out the requirements for new participants and walk through the process of getting started with the program. Examples of mail pieces that have been used with the program will be discussed, along with a high-level review of the data that comes out of the program.

THE DATA TO SUPPORT INFORMED DELIVERY: MARKET RESEARCH AND CONSUMER RESPONSE
As Informed Delivery has expanded to larger areas of the country, market research, focus groups and consumer surveys have been conducted to measure the potential size and sentiment of the consumer market. The response has been tremendous. Join the US Postal Service Insights team during this workshop to review data collected over the previous 12 months about the exciting consumer response to Informed Delivery.

USING AND UNDERSTANDING INFORMED DELIVERY DATA
It’s all about the numbers and Informed Delivery presents a lot of them. This workshop will walk through the data extracts that Informed Delivery provides. Data elements, timing, and potential usage of Informed Delivery files will be discussed. Did you know that users in Northern Virginia don’t open their Informed Delivery notifications at the same time as those in New York? Informed Delivery has yielded many interesting insights into consumer behavior as a result of both its pilots and national roll-out. This workshop will share interesting observations from Informed Delivery thus far.

WHAT IS A WELL-DESIGNED MAILPIECE? MAXIMIZING COMPLEMENTARY DESIGN AND MESSAGING WITH INFORMED DELIVERY
Does the artwork on your envelopes rival the work of a Renaissance master? Does the design put mid-century modernists to shame? If so, this workshop is for you. Informed Delivery can complement the execution of a great mailpiece. This workshop will free you from Cubist thinking and inspire you to think of the opportunities Informed Delivery can bring to an artistically executed mailpiece.

MAIL OPERATIONS MANAGEMENT
Attend these workshops and hear from US Postal Service and industry experts who will provide you with the necessary knowledge, tools and processes that will maximize the working with the US Postal Service.

AUTOMATION IS THE ANSWER TO THE UAA PROBLEM
Returned Mail is impacting your business from mailroom operations to your revenue bottom line. Undeliverable As Addressed (UAA) mail damages productivity, profitability and customer relationships. Fixing database errors by hand is an expensive, error-prone process. Managing manual processes to correct your UAA issues is costly and time-consuming. Attend this workshop and learn how to turn physical returned mail into deliverable mail. Discussion will focus on relevant topics around the industry’s UAA Mail problem, the widespread impact UAA mail has on businesses and ways to move this from a manual process to an automated, streamlined one. Gain insights on how dealing with this problem helps departments across your business and improves your business.

BOOT CAMP FOR MAIL CENTER MANAGERS – PART 1 AND PART 2
In today’s mail center environment, managers face daunting challenges – multiple areas of responsibility, disruptive technologies, and changes in the US Postal Service operations and regulations. The talents and skills that got you where you are today may not be enough to bring you to the next level. Attend this two-part workshop and hear from the leading speakers in the industry. In Part One, learn how to effectively navigate the US Postal Service organization and regulations, networking and industry organizations, and mail center management. In Part Two, you’ll learn mail center management trends and technology, as well as additional focus on Management 101 and professional development.

CANADIAN MAIL CHANGES: WHAT YOU NEED TO KNOW
Labor uncertainty and a Federal Postal Review are the most recent impacts to the Canadian mailing industry. As an important and growing market for US retailers, mail continues to be a significant part of the marketing mix. This workshop will update mailers currently accessing the Canadian market as well as provide important information to those looking to enter the market. From government directives to product simplification and specification changes, this workshop is a must for mailers entering jobs directly into Canadian depots.

CHOOSING THE BEST MOVE UPDATE METHOD FOR YOUR MAIL
Federal Registers were issued in July 2016 regarding Move Update clarifications and the Census Method to measure Move Update compliance, prompting further questions about both. This workshop will address concerns to be considered as you choose the appropriate Move Update method.

DIGITALLY OUTSOURCED FULFILLMENT OF SMALL JOBS AND “WHITE MAIL” CAN SAVE MONEY, IMPROVE DELIVERY AND REDUCE COMPLIANCE HEADACHES
Small mailings are costly for mail service providers to handle, as is the “white mail” generated by many organizations. Digitally outsourcing the fulfillment of this nuisance mail can provide both operational and budget benefits, while still complying with most service level agreements and reducing undocumented pieces. Learn how cloud-based software and print-to-mail fulfillment services can reduce costs and increase efficiency in your organization.

DO YOU KNOW WHO YOUR US POSTAL SERVICE CONNECTIONS ARE FROM THE LOCAL LEVEL TO THE NATIONAL LEVEL?
What are the current connections you have with the US Postal Service? Do you know who to contact when it comes to getting questions answered? Where can you find this information and how do you use it once you have it? Attend this workshop to answer these burning questions.

ENSURING DOCUMENT INTEGRITY FOR TRANSACTIONAL AND INFORMATION-BASED MAILING
Businesses rely on transactional and information-based communications – like bills, statements and notices – to collect payments from customers and meet regulatory requirements. Companies spend billions of dollars each year to protect their electronic data, but often overlook their physical communications, risking exposure of personal and confidential client data. Don’t let your company be the next headline. Ensuring that the integrity of your transactional and information-based mailings not only meets your compliance needs, it protects your brand, guards the privacy of your customers’ data and enhances your customer experience.
Mail Operations Management

Everyday you wanted to know about government mailings

This workshop is for both government and mailing industry professionals. Learn how agencies are successfully managing their mailing requirements to meet the US Postal Service requirements for address quality, postage discounts, and move update standards.

Everyday you wanted to know about postage – but were afraid to ask

This workshop will focus on providing an understanding of the many issues that impact your postage costs. An explanation of the essentials every mailer needs to know about address quality and how it affects your postage expense. The seminar will review the basics and the requirements that you need to understand about today’s postage management process.

Hot topics in addressing – an industry perspective

From new address variations to Move Update rules and measurements, address quality is never a static topic. In this workshop we’ll review some of the most noteworthy changes, hottest topics and biggest controversies over the last year. Get a sneak peek into what’s next for the addressing group for MTAC, and bring your addressing challenges for discussion.

How to unify your campus logistics and processes

This workshop will address the many tools and features tracking systems offer in order to manage the logistics across a corporate, government or university campus. There are many challenges of automating any supply chain, increasing purchase order/package volumes, misrouted items, lack of accountability, many supply and shipment requests, high call volume and more frequent delivery expectations are just a few of the common challenges a supply chain might face. Learn how your company can utilize built-in tools, such as service request forms, dispatch screen, and client service portal within a tracking system to automate their entire supply chain.

Is there a million dollars on your shop floor?

Postage is the most expensive component of any mailing budget. A business sending 75 million mailpieces a year could save $750,000 annually by reducing postage by one cent per piece. One of the biggest cost savings opportunities is bringing presort operations in-house, rather than outsourcing to a presort bureau. The combination of the automation capabilities of the software and hardware you are already investing in creates additional uplift beyond the savings each could possibly create independently. In this workshop, you will gain an understanding of the true value of integration and automation. You will also take away actionable information that will help you understand maximizing postage optimization, including benefits in savings, timing, and delivery. Learn about an evaluation toolkit that will help you calculate potential postage savings when taking processing in-house versus outsourcing. These savings can improve the bottom line or free up money for re-investment.

Leveraging 2017 price changes to maximize benefits through supply chain solutions

Are you taking advantage of all the wholesale discounts available in the supply chain? Learn the ins and outs of Co-Services such as Co-Mail, Commingle, Co-Palletization and Co-Transportation. Find out how the 2017 US Postal Service price changes impact postage and overall mailing costs. Learn what other changes became effective this year and how you can make those changes work in your favor.

Living with and loving periodicals – navigating requirements, using the new changes and being ready for the new interactive world

This workshop highlights the necessary tools and tips for living with the existing Periodicals rules, learning the new changes, and using the enhanced rules to enliven your publication so that it reaches customers in new ways. The future is now Periodicals are the anchor of the future of the mail.

Mail 101: Basics and tips for controlling postage costs

This workshop will go over basic steps needed to make sure you get the lowest postage rates for a project. Make sure you have used all available processes to ensure your list is clean and that you are entering at the facility to receive the best postage discounts possible.

Mail at the us postal service marketing mail nonprofit prices

This workshop will describe how customers need to prepare their mailpieces for eligibility at Nonprofit US Postal Service Marketing Mail Prices. The workshop will inform participants on issues such as ineligible Cooperative Mailings, Travel Insurance, Financial (TIF) issues, Organizational Mergers, etc., along with name and addressing identification issues.

Mailroom security: Risk management training and critical infrastructure protection

Each year the potential for mailborne threats damage and disrupt business. Real or hoax, this effective terror tactic could cost the industry millions of dollars in lost revenue and productivity. Management teams are constantly seeking cost-effective measures to protect critical infrastructure and personnel, This comprehensive forum discusses the role training and continuous threat assessment plays in mail facility and critical infrastructure protection, and how facility-wide threat understanding and awareness can effectively mitigate risk and help your mailroom remain compliant with Federal regulations.

Optimize your print shop to reduce mailing costs

This workshop will go over the steps needed to be taken from conception of a mailing project to ensure cost-effectiveness of the project through the print shop.

Optimizing mailing efficiency in an intelligent world

Knowing how to drive to more effective and efficient processes can be challenging. Managing the complexity of US Postal Service requirements can be daunting. Getting the best postal rates and maintaining compliance is not a “nice to have,” but rather a “must have.” Being prepared for future states is confusing, not to mention a resource drain. Attend this workshop and learn more about options to meet mailing requirements now and into the future. The discussion will focus on relevant topics including Seamless and Assessments. Learn about the options for compliance, management and accountability to help you develop a plan for your business. Walk away with actionable insights on how to move forward.

Payment modernization

The US Postal Service is moving its commercial payment system into the future. Learn about the online system that will put hard copy forms in the past and simplify your overall experience, whether it’s paying postage, opening a new permit, renewing a PO Box or much more. Join us to learn about what is currently available, what is coming soon, and how you can begin planning for your organization’s successful switch to Enterprise Payment.

Policy Geeks Unite

Benjamin Franklin, the nation’s first postmaster was also a newspaper publisher. He exercised his First Amendment rights before there was a First Amendment, at a time when Americans were reminded that they must, “hang together, or we surely shall hang separately.” Since then, the US Postal Service has been at the vortex of the nation’s most vigorous debates, carrying periodicals with every viewpoint under the sun, delivered for the asking to the mailbox. From Comstock to Communists, Flint to Falwell, the First Amendment thrives through the flow of information in the most historic medium of American free expression: the Periodical. Attend this workshop to learn about the policies governing periodical mailings.

Postal Explorer – Navigating requirements, publications and calculators

This interactive workshop highlights the necessary tools and tips for navigating today’s mailing requirements environment. Where are the standards found? What can the price calculator do for your business? Where can you go for answers when you don’t know where to start? For over 20 years, Postal Explorer has been about providing the information that’s really important – for everyone from the least experienced mailer to the large mail service provider. One hour with us and you’ll be the expert at your workplace! Topics covered include: Postal Explorer, Domestic Mail Manual, International Mail Manual, Notice 123, Price List, Pub 52, Hazardous, Restricted and Perishable Mail, as well as Domestic and International Price Calculators.

PostalPro

For aspiring mailing pros and those who already are, this workshop will help you unlock the power of PostalPro. The site replaces RIBBS with a dynamic search and content presentation. Find out how to best utilize these new tools and how the US Postal Service and industry came together to develop this product.

Returned Mail Best Practices for Government Mailers

As the scourge of the industry, and yet most of us have to deal with it daily. So what ARE the best practices for government agencies to reduce and
even eliminate Returned Mail? Also, what are the critical factors that hold government agencies back from taking advantage of the current best practices? In this workshop, we will explore critical best practices in the industry that allow returned mail to be minimized – and even eliminated for government mailers, while providing crisp roadmap information “how to get THERE from HERE” – especially regarding mission-critical prerequisite technologies your agency may need to address with the US Postal Service.

One of the larger government mailers will be co-presenting regarding great advances that can be made even when the print and mail operations of an agency are outsourced to a third party. While focused on the needs of government agencies, most of the material presented applies to any mailer interested in best practices.

THE PERIODICALS CONNECTION – HOW TO CONNECT WITH YOUR CUSTOMERS AND KEEP THEM IN YOUR SIGHTS AND LINKED TO YOUR CONTENT

This workshop is all about how to connect with customers and how to keep them intrigued. We define how to reach them in new ways and to keep them reading hard copy. We will give our tips on how to pull customers into your content, keep them immersed and how to keep them intrigued. Your customers will beg you for more!

TRANSFORM YOUR OPERATION WITH COLOR INKJET PRINTING: GAIN EFFICIENCY, LOWER COSTS AND CREATE HIGHER VALUE COMMUNICATIONS

For many print and mail operations, printing in full color has been cost prohibitive, resulting in a limited number of applications or jobs that can effectively take advantage of the many benefits that come from moving to digital color inkjet printing. These include improving operational performance, creating higher value communications, achieving regulatory compliance and even integrating Omnichannel communications. In this workshop, you will learn about the business impact of early adopters who have transformed their print and mail operations by moving more print volume to digital color inkjet. Discover the critical factors to consider when evaluating print options.

Understand the impact that moving to color inkjet can have on your operation and workflow, and explore the impact that producing more personalized, targeted, and easier to read communications can have on your business.

UAA MAIL – BEST PRACTICES AND SOLUTIONS

Using recently updated Best Practices documents from Work Group 177, attendees will learn how the US Postal Service processes undeliverable-as-addressed mail (UAA), and learn how those in the industry maintain efficiency and manage UAA mail. A panel of industry representatives will be available to talk about their solutions and best practices.

US POSTAL SERVICE BLUE EARTH AND SECURE DESTRUCTION

Understand the benefits of participating in the US Postal Service and BlueEarth Secure Destruction program and the technical requirements to make it work. The workshop will include a panel of participants who will explain how they have incorporated it into their operations and the benefits they have achieved.

US POSTAL SERVICE, BLUE EARTH AND SECURE DESTRUCTION

This workshop will provide an overview of Lean Six Sigma (LSS) and the US Postal Service journey. Participants will also learn tools that will enable them to identify wastes and opportunities for improvements throughout the whole value stream. The value stream will encompass the customer’s facility through the delivery to the end customer. The workshop will highlight specific projects that the US Postal Service and customers have partnered on to improve a process that resulted in an improved customer experience which benefited both parties.

WHO PROTECTS YOUR MAIL? POSTAL INSPECTORS

At this workshop you’ll learn about security issues and how to respond. Inspectors cover physical security issues and risks associated with your mailing operation, such as internal theft, protecting sensitive data, and dangerous mail. Inspectors are available to consult with you directly on your mail room security, and can provide expert advice to help you reduce the opportunity for theft, fraud, and abuse of the system. Proven response plans for a mail bomb, hazardous material or biological attack will also be discussed. Learn from the experts to quickly identify potential hazards in the mail, keep employees safe and minimize hazards.

DRONES 101: WHAT YOU NEED TO KNOW ABOUT DRONES AND HOW WILL THEY MATTER TO YOUR FUTURE?

News of drone delivery is everywhere. Multiple postal administrations around the world are testing various forms of drones. And drones are being used for other purposes as well. Today the drone industry is a $400 million segment of the American economy. Yet by 2020, there is a prediction that this could be a $10 billion business. Where will the growth come from? What role may drones play in the future of delivery? While some of the initial news has come from the thought that drones might support postal deliveries, there are other industry customers and markets that may be even more important in shaping the future of the drone industry. Mapping, agriculture, real estate, construction, entertainment, energy, and utilities are only a few of the early projected users. The drones that may become commercial offerings will be tailored to meet the needs of these sectors and military applications. What will be the regulatory and public policy considerations do to influence this perspective?

ELECTRONIC PACKAGE VERIFICATION – UNDERSTANDING YOUR DATA AND THE REPORTS

Learn how you can manage your business using robust data available through the eVS platform. Find out how to review and understand the reports and capabilities available to manage your business.

THE EVOLVING SHIPPING MARKETPLACE

In this track, attendees will discover valuable services, the latest innovations and customized shipping solutions offered through the US Postal Service.

FUTURE OF MOBILITY: CROWDSOURCED DELIVERY

According to research, 85 percent of top global brands have used crowdsourcing in the last ten years. By using a digital marketing platform, crowsource last-mile package delivery from qualified individuals. Postal and Logistics operators can streamline their network operations, more efficiently staff parcel/package deliveries, and reduce delivery costs, particularly to rural areas and last mile. Similarly, crowdsourcing would boost longer-term revenues by creating new, more flexible delivery options, and improve the customer experience through real-time tracking, dynamic delivery routing, and experience rating. Key features include Real-Time Delivery Tracking, Mobile Destination (Barcode), Monetization of Data and “Fee-for-Flexibility.” The US Postal Service has the ability to participate in creating this platform ecosystems to maximize value and increase speed to market.

GLOBAL SHIPPING 101: A STEP-BY-STEP GUIDE FOR EXPERIENCED EXPORTERS TOO

Learn why the US Postal Service should be part of your outbound shipping options to maximize your profits and give your customers the service they want. In this workshop find out where to begin, what you need to know and what features and benefits will best meet your customers’ needs. If you plan to grow your online business you will not want to miss this workshop.

HOW TO INCORPORATE THE US POSTAL SERVICE INTO YOUR CARRIER MIX

In this workshop we will discuss the value of adding US Postal Service services into your carrier mix to control costs and improve service. Using real shipping examples, we will quantify areas where the US Postal Service can be more cost effective than UPS and FedEx, and provide better transit times to your customers. We will discuss the pros and cons of utilizing the US Postal Service directly or going with a consolidator model.

INBOUND SHIPPING SOLUTIONS TO THE UNITED STATES

In this workshop we will explore the world of Global Direct Entry and how it offers many shipping options to meet your business needs. Learn from both industry and Postal experts as they discuss the US customs clearance processes and how direct entry with the US Postal Service compares to other traditional import methods.
THE EVOLVING SHIPPING MARKETPLACE

INNOVATIVE INTERNATIONAL DISTRIBUTION STRATEGIES TO CONTROL COSTS AND GENERATE GROWTH

In this workshop, we will identify various ways to cost effectively distribute globally and expand your business reach into international markets. Learn how to implement low-cost shipping options that maintain high service levels and choices in international shipping and delivery. We will examine how to optimize the US Postal Service’s international supply chain solutions as well as explore alternatives with the US Postal Service’s Qualified Postal Wholesalers. We will also cover the nuances of international shipping with duties and taxes prepaid or collected at destination and how that affects your distribution choices.

LEVERAGING NEW CLOUD SERVICES TECHNOLOGY FOR SHIPPING SOLUTIONS

We live in a digital age. The internet – and more recently the Cloud – have made profound and fundamental changes to our lives. From ordering products and services to communicating and interacting with customers, a world of commerce without borders is the new reality. Makers need to adapt and evolve to meet changing needs and business requirements. Learn how cloud-based solutions can simplify your multicarrier sending process, centralize tracking, consolidate expense management, and integrate with your existing mailing systems. Gain greater control and visibility into the true cost of shipping.

LEVERAGING SHIPPING DATA ACROSS ALL YOUR E-COMMERCE OPERATIONS

Most ecommerce businesses have optimized every single interaction and click to drive their customers to purchase. However after clicking “Buy,” there’s a huge information gap for both the business and the customer. With return customers being up to 54 percent more likely to purchase again, but an average of 40 percent of customer support inquiries starting with “where’s my package?”, this lack of post-purchase data can bleed businesses dry. In this workshop, we’ll show how many post-purchasing operations can be optimized with existing shipping information that you may already be collecting. We will walk through real, applicable experiences gathered from successful ecommerce businesses that can help you to alleviate customer support, improve customer experience, measure fulfillment efficiency, prevent fraud and incentivize return purchases.

NEW US POSTAL SERVICE TECHNOLOGY: ePOSTAGE, PC POSTAGE, eVS – WHAT’S THE DIFFERENCE?

There are many different ways for companies to purchase US Postal Service shipping labels. Whether you’re working with a 3PL warehouse or have your own operations, it’s important to understand the nuances of technologies for connecting to the US Postal Service to make sure that it supports features for your business today and in the future. We’ll cover the differences between: 1) ePostage – the oldest and most modern US Postal Service API connection; 2) PC Postage – launched in 1999, a US Postal Service API connection; and 3) eVS – the most common way commercial shippers generate US Postal Service labels.

OPTIMIZING THE RETURNS PROCESS WITH SCAN WEIGH AND PAY

Attend this workshop to find out about this new program for outbound and return parcels. The program features automated data capture, assessment and billing, eliminating the need for manual assessment, postage due, and weight requirement on shipping labels. Details will include review of systems, schedule, timeline, onboarding process and results to date. Don’t miss this new innovative US Postal Service shipping solution that can provide you with a competitive edge.

PARCELS ARE A PACKAGE DEAL: SERVICE LEVEL, LOGISTICS, AND TECHNOLOGY

If your business sends a large volume of parcels or just a few at a time, it’s important you focus on three key areas while evaluating how you ship: 1) You must pick the right classification to ensure the lowest possible cost; 2) Choose the right logistics partner to enhance delivery; and 3) Utilize technology and data analytics to improve your customers’ experience. This workshop will review the big picture, while providing helpful, detailed hints to help you become a shipping superstar.

PRIORITY MAIL VS SUREPOST/SMARTPOST: COSTS, CUSTOMER EXPERIENCE AND BRANDING

There are several types of shippers. Those driven by costs. Those driven by customer experience. And those driven by some combination of the two. In some instances, shippers are driven by branding, which might supersede costs and/or customer experience. “Branding” in this context, is the desire for shippers to be associated with a premium brand. Where do you fall when comparing Priority Mail to SurePost/SmartPost? In this workshop, independent shipping experts will help you understand how these different types of shippers can appropriately analyze their identity and what should be considered when deciding between Priority Mail and SurePost/SmartPost. In a small parcel market that is seeing incredible gains from the US Postal Service, particularly in e-commerce, Priority Mail is boosting its identity as a premium service for a reasonable cost. What does this mean to shippers and how does it rebalance the customer experience and costs?

SHIPPING TRENDS: BIG DATA AND DELIVERY FLEXIBILITY

Shippers often are faced with the question for the sake of cost. In this workshop, learn how Priority Mail is uniquely positioned to handle the e-commerce trends by providing shippers with stronger levels of service without breaking the bank. Attendees will develop a better understanding and appreciation for the complete fulfillment cycle and how US Postal Service Priority Mail is uniquely positioned to elevate the customer experience.

US POSTAL SERVICE SHIPPING: DEBUNKING THE MYTHS

In this workshop, independent shipping experts debunk the most common myths related to the US Postal Service and address legitimate concerns of the past that have been resolved in recent years. Attendees will gain a stronger perspective of all options in the small parcel market, giving them a new sense of empowerment when making shipping decisions.

VALUE ADDED FEATURES FOR THE E-COMMERCE SHIPPER

Attend this workshop to learn about new features from the US Postal Service that improves the ecommerce customer experience. The feature discussed will include My USPS, the e-signature on File tool that allows a consumer to digitally sign for a package, and Package Pickup Expansion of the Postal network for free Package Pickup and Pickup on Demand. We will also discuss Online Refunds, an automated refund tool that allows for commercial and retail customers to electronically request refunds for service performance failures for Domestic Priority Mail Express (PME) and Extra Services.

USING THE US POSTAL SERVICE TO ENHANCE THE E-COMMERCE CUSTOMER EXPERIENCE

E-commerce is exploding. Shipping costs are increasing. Customer expectations are rising. Thanks to the Amazon Effect, shippers are faced with an uphill battle in balancing costs and customer experience. Historically, shippers have focused on reducing the time it takes between receiving an order to the moment it ships. This approach misses a fundamental component – the impact on customer experience of unnecessarily sacrificing time-in-transit for the sake of cost. In this workshop, learn how Priority Mail is uniquely positioned to handle the e-commerce trends by providing shippers with stronger levels of service without breaking the bank. Attendees will develop a better understanding and appreciation for the complete fulfillment cycle and how US Postal Service Priority Mail is uniquely positioned to elevate the customer experience.
THE NEW DIGITAL MARKETING CHANNEL – MAIL

In this track, you’ll learn how to build an effective multi-channel campaign by integrating direct mail and digital marketing to develop the correct blend of marketing techniques allowing you to reach your audience exactly where, when, and how they want to be reached. You’ll also have the opportunity to choose from a variety of professional development workshops.

ARE YOU LISTENING? HOW TO AVOID COMMON COMMUNICATION BLUNDERS
Do you feel like the important things you say fall on deaf ears? You are not alone. Whether we are talking with a customer, emailing a prospective client or having lunch with a co-worker, communication becomes the most important thing we do each day, so make it count! We all know it is essential to get our message across in order to get our work done, but we also know that is sometimes not as easy as it sounds. Politics, incompatible personalities, and red tape often inhibit our ability to say what we mean and mean what we say. Join in a reflection of everyday communication and a discussion on how to avoid common mistakes in future conversations.

BEST PRACTICES IN WORKING WITH YOUR CREATIVE AGENCY
The relationship between marketer and their creative agency is an important one. In fact, it’s critical to an effective marketing process. When it’s good, it’s great. When it’s bad, it’s stressful for everyone and can hold back a brand from achieving its goals. This workshop will discuss attributes associated with great agency/client relationships and identify tips and tactics for you to use to help maintain strong relationships with your agency marketing partners.

DIRECT MAILERS TRANSFORMING INTO TRANSACTIONAL MAILERS: THE STANDARD TO FIRST-CLASS MAIL SHIFT
Has your direct mail organization thought of diversifying and entering the more stable and growing transactional communication space? Although it’s true that much of the workflow between direct and transactional mail is very similar, if not duplicative, to assume the transition is easy would be naive. This workshop will help you better understand the nuances, idiosyncrasies and organizational mindset needed to successfully enter the transactional space.

ENHANCING YOUR PRINTED MATERIAL WITH INTERACTIVE DIGITAL CONTENT
Augmented Reality (AR) has the potential to bring your printed piece to life, but just what is AR and how does it work? AR is based upon a printed target or trigger, a software application, and a digital device like a phone or tablet. The printed trigger is scanned by an app and then a digital interaction occurs that then appears on a digital screen. This interaction can be simple to complex, and can cause a website to be launched, a video to be started or even launch a 3D image. The possibilities are endless, and the technology continues to advance. This workshop will look at defining AR and providing a lesson on just how to create AR using an app. A variety of AR applications, as well as research on AR, will also be reviewed in relation to incorporating AR into direct mail and marketing campaigns.

BUILDING A WINNING MULTI-CHANNEL CAMPAIGN
Building a strong multi-channel campaign and a strong direct mail campaign have a lot in common – a strong offer, solid creative, the right list, and a strong call to action. But crafting a multi-channel campaign brings in a whole new set of challenges – from creative to timing issues. In this workshop, we will walk through creating a multi-channel marketing campaign, starting with developing the offer and mail piece, and work through how to create the right landing page, creating links – personalized URL (PURLs), Quick Response (QR) codes – and other elements of the campaign. Participants will be ready to create their own multi-channel campaign.

BUILDING A STRONG CUSTOMER COMMUNICATIONS PROGRAM
It’s often your most important customer interaction. But Bills. Statements. Notices. Invoices. It’s more than mail. It’s your customer communications into the future. Enabling seamless and more relevant multi-channel customer communications is the key to customer satisfaction. In this workshop, we will discuss rules around the revenue trend with minimal investment, the importance of thinking about how you are engaging your customers, especially with new digital technologies and the rapid change in customer communication behaviors. In this workshop, we will discuss what steps you need to take to move your organization forward, as well as best practices for moving to the future.

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FINDING THE ANSWER
Good leaders don’t have to know all the answers. They have to be willing to ask the hard questions and determine the right solution. And often that means asking a follow-up question, then another and another. Until there’s a level of certainty that allows everyone to move forward together. This workshop will try to solve the problem of: “How many questions do you have to ask to get to the answer?”

HIRING, TRAINING AND RETAINING MILLENNIALS
Finding and keeping Millennial-age employees who will demonstrate loyalty and commitment to an organization is a challenge for many businesses today – large businesses as well as small businesses. Our recruitment, onboarding, training, development and performance management systems have not kept up with the changing labor force. As a result, Millennials can quickly disengage, and go in pursuit of something they deem better. A shrinking labor market only compounds this challenge. In this workshop, we will explore how to best attract, motivate, and retain this new generation of employees.

HOW TO REVERSE YOUR DOWNWARD REVENUE TREND WITH MINIMAL INVESTMENT
Stagnating revenues and declining profits aren’t just unique to your business (if you’re unlucky enough to be there). Revenue in the print industry was down 2.4 percent in 2014, and it’s expected to stay down. On the flip side, digital media is exploding, and its dominance is no longer up for debate. We, as an industry, need to integrate our online strategies with tried and true offline products if we want to grow and stay relevant. But marrying these two components isn’t as easy as it may sound. Some companies spend YEARS and hundreds of thousands of dollars investing in digital expansion and integration with little to nothing to show for it. In this workshop, you’ll be shown how to implement an online/offline integration that yields higher revenues and profits quickly. One company that implemented this strategy increased revenue $1.2 million in 12 months in integrated upgrade sales alone. Learn how it’s done!

INCORPORATING AR INTO DIRECT MAIL AND MARKETING CAMPAIGNS
Incorporating Augmented Reality (AR) into your direct mail and marketing campaigns creates a new level of engagement that draws customers in and keeps them there longer. In this workshop, you’ll learn how AR can be used to create a more immersive and interactive experience for your customers, and how to optimize your campaigns for maximum impact.

LEADING DURING TIMES OF CHANGE
As Bob Dylan once wrote, “The times, they are a-changin’.” Those words may never be more true than today. Robots, a multi-generational workforce, video platforms, social media, population growth and the digital age – these changes are driving businesses to operate and service customers in very different ways, and the change is constant and rapid. So how do you lead during a time of uncertainty? Hear about how historic and heroic leaders have thrived during difficult times, what we’ve learned from them and how you too can lead during times of change.

LEARN FROM THE IRRESISTIBLE MAIL FINALISTS
This workshop is facilitated by the US Postal Service and showcases the talent, inspiration, and best practices of the four finalists of the Irresistible Mail Award. The panelists will share details about their Irresistible Mail, including: why they chose direct mail as a solution, details about their pieces, why they designed them the way they did, obstacles and results.
providing the optimal media lift to maximize bottom line Learn how the US Postal Service assists businesses in the nation. return on marketing investment for the savviest marketers engagement with strategies and tactics that are increasing experts know how to improve response, conversion and bringing new opportunities to digital marketing and these screens – you’ll learn why it works. Digital print is drive response from paper and pixels. You’ll learn not expertise of these presenters will shed a bright light on Moment matter in every marketing channel. The combined making the mail moment matter in every channel Hear from two proven experts on how to make the Mail Moment matter in every marketing channel. The combined expertise of these presenters will shed a bright light on how the latest digital print technology can be leveraged to capture the attention of prospects and customers to drive response from paper and pixels. You’ll learn not just what works in the mailbox – and inbox and on screens – you’ll learn why it works. Digital print is bringing new opportunities to digital marketing and these experts know how to improve response, conversion and engagement with strategies and tactics that are increasing return on marketing investment for the savviest marketers in the nation.

MAXIMIZE THE FINANCIAL RESULTS OF YOUR MULTI-MEDIA MARKETING CAMPAIGNS Learn how the US Postal Service assists businesses in providing the optimal media lift to maximize bottom line results using a unique marketing analysis tool.

PUTTING PASSION INTO YOUR (MAIL) JOB I have the best job in the world...I work for an insurance company and I deal in postal process! No, really, this is how I feel about my job. Wait, you don’t feel that way about your job? You need this workshop. Learn the power of these business/communication skills: storytelling, being quotable, using humor to win an audience, using analogies to make points and demonstrate concepts, being different and having a passion for your work...most importantly, learn why you have the best job in the world too. This workshop covers business and communication skills by using familiar concepts in different ways. The goal of the workshop is to demonstrate how you can get your point across, be engaging, have a little fun and get the job done!

REINVENTING MAIL: HOW TECHNOLOGY TRENDS ARE MODERNIZING OUR INDUSTRY Internet of Things, Big Data, Mobile Analytics. These are more than just buzzwords. They are technology trends that are changing our world and the mailing industry. Learn the basics about these trends and how their real-world application is helping mailers modernize their business and improve customer satisfaction.

STEP UP TO STAND OUT – YOUR PERSONAL BRAND MATTERS Your brand is your reputation. It’s your calling card. It’s what you’re known for and how people experience you. It’s about bringing who you are to what you do and how you do it. Delivering your brand clearly and consistently will create a memorable experience in the minds of those you interact with and can open doors to new opportunities. Learn about the three-step personal branding process and how the tenets of personal brand – authenticity, differentiation and experience – can help form the foundation of your personal brand and can help you chart a course for your career and can position you to reach your goals.

TARGETED BUDGET-FRIENDLY MARKETING MAIL Marketing Mail remains a viable and targeted Marketing Tool. Business increases and revenue goes up. What about downside? Is there more to consider? Learn about ways to improve campaign Return On Investment (ROI) even when data analysis shrinks your target audience lists. We’ll talk about avoiding issues that can negatively affect campaigns, how mailing methods do matter and why marketing should care. This workshop combines the knowledge of a mailer and service provider to help navigate the challenges of direct mail, and remain cost-effective while driving the results you are looking for.

TECHNOLOGY IN 2017 PROMOTIONS If you’re intrigued by what makes mail IRRESISTIBLE in 2017, then make this workshop your next stop. Learn more about the innovations and new technology the US Postal Service is incorporating into this year’s Mailing Promotions. We are extending the pairing of physical mailpieces with digital experiences in altogether new ways. And as marketing technology and the print industry capabilities continue to evolve, we will highlight the range of innovations that can be cleverly applied to produce irresistible mailpieces that demand attention and produce results. We are pleased to include the experience and participation from the industry in our workshop again this year, to share practical perspective on the application of some of these tools and how they drive engagement and results for mailing clients. Join us for an engaging dive into the innovations behind “Irresistible”.

THE FUSION OF DIGITAL AND PHYSICAL – TECHNOLOGY THAT DELIVERS A COMPETITIVE EDGE Research shows that 73 percent of consumers prefer direct mail and combining traditional direct mail with digital elements can increase response rates by 45 percent. Learn how a company doubled the effectiveness of a business to business (B2B) marketing mail campaign by simply adding a mobile channel component. In this workshop, you will hear about the steps to create this multi-channel campaign, the successful campaign results, and how your company can leverage these techniques to boost your campaign response. Hear how simple it is to create the fusion of traditional physical mail and digital mobile technology that gets increased results.

THE SLEEPING GIANT HAS AWAKENED: THE RISE OF DIRECT MAIL IN A DIGITAL ERA Competition among marketers for attention and market share is driving a dangerous trend in digital, favoring efficiency over effectiveness, at a tremendous cost to the user experience. How can digital learn from direct mail and vice versa to improve conversion and recapture the interest and respect of consumers?

USE DIRECT MAIL TO ENHANCE YOUR CUSTOMER SERVICE AND EXTEND THE LIFE CYCLE OF YOUR CUSTOMER We will take you from prospecting, acquisition, appreciation, retention and failed opportunities all the way to reviving old relationships using the power of creative mail pieces and targeted messaging. Find innovative ways to connect, communicate and create customer loyalty.

WHAT’S MAIL GOT TO DO WITH IT? Learn how mail has been used over the years to tell a company or organization’s story and ultimately build and solidify their brand. The foundation for the presentation will be the newly launched virtual website at the Smithsonian National Postal Museum: “America’s Mailing Industry,” Attendees will take away inspiring and fun stories of how major brands have marketed with direct mail to connect with the public for over 100 years.

WHEN GENERATIONS COLLIDE – A NEW DIVERSITY ISSUE This is the first time in decades that the workplace is experiencing an overlap of generations all working in the same environment. This workshop will identify those generations and explore the dynamics of “When Generations Collide.”

WHERE DOES DIRECT MAIL FIT INTO THOSE INCREASINGLY DIGITAL TACTICS? Marketing is more personal, precise and programmatic than ever before. Does direct mail fit into those increasingly digital tactics? Right next to email and digital advertising is an essential channel to connect with your customer in a relevant, time-sensitive and meaningful way. It’s the original direct channel: Direct Mail.

YOUR TEAM CAN SOAR! POWERFUL LESSONS TO HELP YOU LEAD AND DEVELOP HIGH-PERFORMING TEAMS People in leadership roles have great potential to make a positive difference in the lives of their work teams and their organizations. We will be sharing the latest research and practical ideas to help motivate people and build teams that are high performing. You will walk away inspired and equipped to lead your people to an even higher level of success. Presentation will include explanation of important research on: The 3 Characteristics of High Performance Teams, The 7 Key Needs that Motivate People, Top 10 Motivators for Workers, The Magical 5 to 1 Ratio, 20 Ways to Retain Your Best Employees, The 12 question “Measuring Stick,” and more practical tools.

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MAKING IT HAPPEN

The NPF is proud to honor the many partners and sponsors that have made contributions to help make the 2017 NPF a reality. We recognize their support and thank them for their continued patronage.
Seeking booth space, partnership or sponsorship opportunities, please contact:  
Mary Guthrie, 703.293.2313, mguthrie@NPF.org | Laurie Woodhams, 703.293.2329, lwoodhams@NPF.org

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| Western States Envelope & Label  
| Ward/Kraft, Inc.

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2017 NPF REGISTRATION

Get ready to make informed connections at the 2017 NPF. Select the registration package that’s right for you and register online at: NPF.org

FULL REGISTRATION
Take advantage of all the NPF has to offer. The Full Registration is our best value. The package includes all General Sessions, Educational Workshops, US Postal Service Executive led sessions and workshops, Exhibit Hall access, Evening Receptions, Continental Breakfasts, Lunches and the Wednesday Closing Event.

Early Bird Rate*: $1,000  
Regular Rate*: $1,050  
On-Site***: $1,095

EDUCATION ONLY REGISTRATION
With concentration on education only, this package offers four days of Workshops, General Sessions and access to the Exhibit Hall. Food and beverage functions are excluded.

Early Bird Rate*: $750  
Regular Rate**: $800  
On-Site***: $850

THREE-DAY REGISTRATION
Experience all NPF activities offered on three days of your choosing.

Early Bird Rate*: $900  
Regular Rate**: $950  
On-Site***: $1,000

SPOUSE/GUEST REGISTRATION
For paid attendees that would like to be accompanied by their spouse or guest during NPF social events, including access to the Exhibit Hall, this is a popular option.

$300 per additional guest

TWO-DAY REGISTRATION
Experience all NPF activities offered on two days of your choosing.

Early Bird Rate*: $850  
Regular Rate**: $900  
On-Site***: $950

EXHIBIT HALL PASS ONLY
Interested in experiencing innovation in the Exhibit Hall? Take advantage of this Exhibit Hall only pass. Educational, Food and beverage functions are excluded.

$50 flat fee for Exhibit Hall access

* Early Bird Rate through 3.1.17  
** Regular Rate from 3.2.17 – 4.28.17  
*** On-Site Rate after 4.28.17

YOU MAY BE QUALIFIED FOR NPF DISCOUNTS

- Receive a $50 Early Bird Discount*
- Receive a $200 registration credit when you refer a First Time NPF Attendee, Visit us online for more details.
- PCC and MTAC members take $100 off a Full Registration or $50 off a Three-day or Two-day Registration.
- Multiple Employee Discount. After the first Registration, every additional employee from the same company receives a $25 discount.
- Plus, take an additional $150 off your Full or Three-day Registration when you book your hotel through the NPF! See hotel options on pages 40 and 41.

REVIEW YOUR OPTIONS AND GO TO NPF.ORG FOR OFFICIAL REGISTRATION! HURRY, EARLY BIRD REGISTRATION ENDS 3.1.17

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GET A $150 REGISTRATION DISCOUNT WHEN YOU BOOK THROUGH THE NPF

The NPF has partnered with five exceptional hotels within walking distance from The Baltimore Convention Center. As a benefit, attendees receive a preferred hotel rate plus a $150 registration discount off a Full or Three-Day Registration when hotel accommodations are booked through the NPF. This special offer is only available when you register online at NPF.org, so make your selection and enjoy the added savings!

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$219
Single/Double Per Night

An unforgettable hotel experience awaits you at the Baltimore Marriott Inner Harbor at Camden Yards. Our hotel combines style, substance and service with an impeccable location near Baltimore’s famed Inner Harbor. Make yourself comfortable in your spacious room or suite and enjoy perks including featherbed mattresses and 32-inch LCD TVs. Enjoy a meal and a cup of Illy® Coffee at The Yard, our on-site restaurant or fit in a workout at our modern 24-hour gym.

**Hyatt Regency Baltimore Inner Harbor**
300 Light Street | Baltimore, Maryland 21202
$219
Single/Double Per Night

Discover an exceptional hotel experience along the waterway at Hyatt Regency Baltimore Inner Harbor. A blend of urban luxury and local charm, our Baltimore hotel is the perfect business and vacation destination. Relax in stylish rooms and suites with stellar views of the picturesque Inner Harbor and enjoy the convenience of a connected skywalk leading to the Baltimore Convention Center.

**Renaissance Baltimore Harborplace Hotel**
202 East Pratt Street | Baltimore, Maryland 21202
$209
Single/Double Per Night

With an unbeatable waterfront location in the bustling Inner Harbor, modern hotel rooms and suites, and intuitive, accommodating service, the Renaissance Baltimore Harborplace Hotel provides a luxury experience beyond compare in the heart of downtown Baltimore. Make yourself at home in our spacious, elegantly designed hotel rooms, which offer first-rate amenities and many feature mesmerizing harbor views. Enjoy luxury without limits at the Renaissance Baltimore Harborplace Hotel.

**Sheraton Inner Harbor Hotel**
300 South Charles Street | Baltimore, Maryland 21201
$219
Single/Double Per Night

Sheraton Inner Harbor Hotel has everything you need for a comfortable and relaxing stay. One in one of our two Sheraton Baltimore Inner Harbor restaurants or unwind in our indoor heated pool and sauna. Connected to The Baltimore Convention Center and steps from the magnificent Inner Harbor and Oriole Park at Camden Yards we are conveniently located near everything that makes our Baltimore so wonderful.

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