

# National Postal Forum - San Antonio, TX

May 6 - 9, 2018 (subject to change)

## Sunday - May 6

ROOM	Jr. Ballroom	301A	301BC	302A	302BC	303A	303BC	304A	304B	304C
<b>PERIOD 1</b> 9:00 AM - 10:00 AM	National Meeting of Areas Inspiring Mail (ends at 10:30am)	Connecting Bundles to Visibility (Bundles of Joy)		How to Profit from Your Nonprofit Mailings			Postal Explorer - Around the World in 40 Minutes	How Geospatial Mapping Has Revolutionized Postal Operations	Prime Your Professional Persona	Manage and Pay for USPS Services Through a Single Account
<b>PERIOD 2</b> 10:15 AM - 11:15 AM	PCC Opening Session (starts at 11am)	Customs Efficiency for Customer Satisfaction and Cost Containment	Logical Automation Solutions to Resolve the UAA Problem	Talent Management and the Art of Leadership	Combining Paper and Pixels: Using Mail to Drive Omni-Channel Marketing Success	Using Informed Delivery Data	Webtools - 50 Billion Served!	Green and Secure Solutions for Underdeliverable Mail	Why You Should Move from Mail Date to In-Home Driven Marketing Programs	Hazmat 101: Pub 52 - How to Safely Mail Hazardous Materials
<b>PERIOD 3</b> 11:30 AM - 12:30 PM	PCC Opening Session (starts at 11am)	Using Address Information to Reduce Risks and Increase ROI	It's a Disaster! How USPS and Private Sector Rapidly Recovered from Hurricanes in Puerto Rico, Florida and Texas	Business Customer Gateway (BCG) A New Look and Feel	Global Direct Entry	Is Data Processing Automation Right for You?	Direct Mail Meets Digital Integration	When Generations Collide - A New Diversity Issue		Parcel Lockers and Virtual Mailboxes for Colleges & Universities
<b>12:30 PM - 1:30 PM</b>	<b>Lunch on the Go</b>									
<b>PERIOD 4</b> 1:30 PM - 2:30 PM	Enhancing the Customer Experience with First-Contact Solutions	Mixed Reality: Experiences Get More Intuitive, Immersive and Empowering	Forum Orientation Session	Putting the Data Into Data-Driven Direct Mail	Direct Mail and the Customer Journey	Innovations in Personnel Safety	Choosing the Best Move Update Method for Your Mail	Gaining a Competitive Advantage with Emerging USPS Global Solutions	Utilizing the Customer Business Gateway	The College & University Universe - Old Stuff - New Stuff and Future Stuff
<b>PERIOD 5</b> 2:45 PM - 3:45 PM		The Changing World of Periodicals	How Innovations in Technology and Logistics are Adding Value to the Global Shipping Experience	Taking a Fresh Look at Bills and Statements - How to Get the Most for Your Money	Making Paper Work Harder - Impacts to Digital Marketing Trends	Developing Realistic Measures to Counter the Changing Scope of Mail Borne Threats		Informed Visibility and the Compliance Mailer		Boosting Academic Outreach for Marketing Mail to Colleges and Universities via the PCC Community
<b>PERIOD 6</b> 4:00 PM - 5:00 PM		The Physical and Digital Journey for Customer Engagement		Leadership and Mentoring for Your Future Success	Informed Delivery for Mailers - Five Things We Learned	What is a Well-Designed Mailpiece? Maximizing Complementary Design and Messaging with Informed Delivery	The Practical Side of FAST and eInduction	MTAC Update	Step-By-Step Secrets to Creating Effective Personalized Promotions	eCommerce Shipping & Fulfillment: How to Build Customer Loyalty
<b>5:30 PM - 7:00 PM</b>	<b>Welcome Reception</b>									

# National Postal Forum - San Antonio, TX

May 6 - 9, 2018 (subject to change)

## Monday - May 7

8:00 AM - 9:30 AM	PMG Keynote - Ballroom									
9:30 AM - 4:00 PM	Exhibit Hall Hours and Exclusive Exhibit Hall Time (9:30 am - 11:00 am and 12:00 pm - 1:30 pm)									
ROOM	Jr. Ballroom	301A	301BC	302A	302BC	303A	303BC	304A	304B	304C
<b>PERIOD 7</b> 11:00 AM - 12:00 PM	Innovating Today for Tomorrow's Customer	PCC Heart to Heart - How to Maximize Postal & Industry Relations	Boot Camp for Mail Center Managers Part 1	Bringing Your Direct Mail Pieces Into the 21st Century	UAA Mail -Best Practices and Solutions	Shipping Trends in the US eCommerce Market & How the USPS Shipping Products Meet & Exceed Expectations		Top 5 Factors Influencing Your International Mail Decisions	Robotic Process Automation and Artificial Intelligence in the Postal Industry	How Can I Make Informed Visibility Work for Me?
12:00 PM -1:30 PM	Lunch - Exhibit Hall									
<b>PERIOD 8</b> 1:30 PM - 2:30 PM	Product and Pricing Simplification	The Best 4 Letter Word in Direct Mail: TEST	Staying Alive	From Analysis to Action: Making Data-Driven Improvements to CX	How to be a Modern Data Detective in an "Informed"World	Simplifying the Shipping Processes	Direct Mail's Relevance in a Multi-Channel World: Why it is Still the Most Effective by any Measure	Informed Delivery - Adding Digital Content	USPS Returns	Government Mailing Best Practices
<b>PERIOD 9</b> 2:45 PM - 3:45 PM	Bits and Bytes: It is the Customer Experience	Predictive and Prescriptive Analytics: How USPS is Using Advanced Analytics and Enterprise Data	Delivering World Class Customer Experience...From First Mile to Last Mile	Manage the Scorecard with Best Practices, Don't Let it Manage You	Creating a Successful Informed Delivery Campaign	Enterprise Postal Strategies: Considerations, Challenges and Opportunities	Emerging Technologies in Mail	USPS BlueEarth - Carbon Accounting, Federal Recycling and Secure Destruction		You Don't Need to be a Supervisor to be a Leader
<b>PERIOD 10</b> 4:00 PM - 5:00 PM		Mailing Data Best Practices - Workflow, Client Interaction and Security Concerns	Back by Popular Demand! 10 Hotter and Newer Logistics Trends	Media Attribution, What is it? How to do it?	Undeliverable as Addressed Mail Flow	IV 101- Informed Visibility, Real-Time Data Analytics for Real-Life Business Needs	Successfully Managing In-House Mail and Other Operations	How an Integrated View of Outbound Customer Response Mail with Inbound Intake can Streamline Ingestion of BRM	Communication is About Personality, Not Generational Differences	Value Added Features for the eCommerce Shipper
5:00 PM - 6:30 PM	PCC Reception									

# National Postal Forum - San Antonio, TX

May 6 - 9, 2018 (subject to change)

## Tuesday - May 8

8:00 AM - 9:30 PM											General Session - Ballroom																					
ROOM	Jr. Ballroom	301A	301BC	302A	302BC	303A	303BC	304A	304B	304C																						
9:30 AM - 2:00 PM											5:00 PM - 6:30 PM											Exhibit Hall Hours and Exclusive Exhibit Hall Time (9:30 am - 11:00 am, 12:00 pm - 1:30 pm and 5:00 pm - 6:00 pm)										
PERIOD 11 11:00 AM - 12:00 PM		How to Outsource Print and Mail Operations	Leveraging Trends in Digital Marketing to Use in Direct Mail	Create a Vision for the Year 2020	Boot Camp for Mail Center Managers Part 2	Marketing Overload: Is it Time to Replace or Repurpose Traditional Marketing Methods?	Hot Topics in Addressing: An Industry Perspective	Putting Passion Into Your (Mail) Job	Parcels are a Package Deal	Mail Visibility on the Move - What's my Status?																						
12:00 PM - 1:30 PM																																
PERIOD 12 1:30 PM - 2:30 PM		Transforming 1's and 0's into an Informed Customer Experience	Envisioning The Future of Mail	Stunning Technology Improvements in the USPS Package Delivery Network	Keys to Building Great Workplaces	The Rise of Direct Mail in a Digital Era	Seamless Acceptance - Why it Works for You	Put Your Tracking System to Work - Introducing Your Facilities Workflow Platform	How Free Shipping can be an Affordable Part of Your Shipping Strategy	Mailing Revolutionized	Who Protects Your Mail?																					
PERIOD 13 2:45 PM - 3:45 PM		Informed Operational Intelligence	Building Your College and University Mail Center's Brand	CyberSafe: How USPS Secures the Customer Experience (And How you Can, Too!)	Growing the Mail Volume by Expanding Letter Mail Designs	Winners of the Next Generation Campaign Award	Informed Delivery and Commingling: How to Make Everything Work as Intended	Implementation Driving Changes for Enhanced Visibility for the USPS and the Industry	The Agile Mail Center: Advancing Inbound Mail Distribution	USPS Special Services: The Hidden Gem	USPS and eCommerce: A Perfect Match, But How do you Execute?																					
PERIOD 14 4:00 PM - 5:00 PM		Peer to Peer Roundtables	Strengthening the Connection with Suppliers	The Fusion of Digital and Physical - Mobile Technology that Delivers a Competitive Edge	Success Through Teamwork	2018 and 2019 PCC Recognition Programs and Leadership Awards	Best Practices in Customer Experience (CX)	Informed Delivery Case Studies/Use Case	The Cloud: What's In It For You? Exploring the World of Real-Time Information Sharing in the Mailing Community	USPS for Mega Shippers: How Priority Mail Fits with Enterprise Solutions	Demographic Disruption: How Gen Z will Shape the Future of Mail																					
5:00 PM - 6:30 PM											Exhibitors' Reception - Exhibit Hall																					

# National Postal Forum - San Antonio, TX

May 6 - 9, 2018 (subject to change)

## Wednesday - May 9

ROOM	Jr. Ballroom	301A	301BC	302A	302BC	303A	303BC	304A	304B	304C
<b>PERIOD 15</b> 8:00 AM - 9:00 AM		Mailing at Nonprofit Marketing Mail Prices	Tracking & CX: Using Customer Insights to Redesign the Tracking Experience	Leading with Emotional Intelligence	Informed Delivery - A Mailer's View	Key Elements of a Global Shipping Strategy	Increasing Engagement and Integrity in Transactional Communications	Leadership Best Practices and How they Apply to your PCC		Sustainability Reporting
9:00 AM - 12:00 PM	<b>Exhibit Hall Open / Exclusive Exhibit Hall Time (Exhibit Hall Hours 9:00 AM - 12:00 PM)</b>									
12:00 PM - 2:00 PM	<b>Lunch with Guest Speaker - Ballroom</b>									
<b>PERIOD 16</b> 2:00 PM - 3:00 PM		MailCoin - The New Digital Currency Focused on the Mail Industry	Mail Center Operations - Strategies, Insights, and Forward Direction	Lean Approach to Delivering the Best Customer Experience	An Inside Look at Planned Changes in Cross-Border Data and Preparation	Manage and Pay for USPS Services Through a Single Account	Grow Revenue with MultiChannel Campaigns	Last Mile Package Visibility for Colleges and Universities	Informed Delivery Case Studies/Use Case	Data Driven: The Key Attribute that Makes Mail a Viable Marketing Channel
<b>PERIOD 17</b> 3:15 PM - 4:15 PM		M&Ms...Mailing and Marketing are Better Together	From Stress to Success	Package/Platform Network Returns	Learn How Direct Mail Can be the Ultimate Closer	Mailer Scorecard: Your Gateway to Mail Quality Data and Analytics	The Many Facets of Mail Center Management	Multiple Paths to Purchase - The Omni-Channel Customer Experience	Messaging to Millennials: Direct Mail's Role	
7:00 PM - 10:00 PM	<b>Closing Event - Sunset Station</b>									

### LEGEND

Direct Mail - The Cornerstone of Omni-Channel and Digital
Leveraging Customer Experience with Data Analytics
Streamlining Your Mail Center Operations
Shipping Innovations in an Evolving World
Mail and Future Emerging Technologies

updated 4/19/2018