

NATIONAL POSTAL FORUM

ORLANDO, FL - APRIL 1 - 4, 2012

Sunday, April 1

Time / Room	NAPLES 3	NAPLES 1&2	TAMPA	TALLAHASSEE	SANIBEL	SARASOTA	MIAMI	SUN C	SUN AB
PERIOD 1 12:00 PM-1:00 PM	POSITIVE REVENUE OPTIONS FOR COLLEGES and UNIVERSITIES	TIP THE SCALES IN YOUR FAVOR WITH USPS SHIPPING SOLUTIONS	POSTAL EXPLORER - BUSINESS TOOLS TO DELIVER SUCCESS	ORIENTATION SESSION	CONTINUOUS IMPROVEMENT - USING LEAN SIX SIGMA	EXHIBITOR PREVIEW SESSIONS	GETTING STARTED: INTELLIGENT MAIL for NEW USERS	MAIL DESIGN PROFESSIONAL COURSE	
PERIOD 2 1:15 PM-2:15 PM	DIRECT MAIL FUNDRAISING 101	WASTE FREE MAIL	FEDEX AND UPS INVOICE SHOCK? USE USPS INSTEAD!	WALKING THROUGH THE GATEWAY TO MAIL SERVICES	RESULTS ROCK - DIRECT MAIL BASICS - TEST, TEST, TEST!	EXHIBITOR PREVIEW SESSIONS			PCC LEADERSHIP OPENING SESSION
PERIOD 3 2:30 PM-3:30 PM	FIVE EASY PIECES: ECO-FRIENDLY and COST-EFFECTIVE PRACTICES	PERIODICALS - ADAPTING TO A CHANGING WORLD	IT'S A GLOBAL MARKET - ADDRESS IT	GLOBAL 101 - THE NUTS AND BOLTS OF USPS INTERNATIONAL SHIPPING	SOCIAL MEDIA AND DIRECT MAIL: LOVE AT FIRST LINK!	EXHIBITOR PREVIEW SESSIONS	QUALITY CONTROL IN MAIL CENTER OPERATIONS	INTELLIGENT MAIL for SEASONED USERS	PCC PEER-TO-PEER ROUNDTABLES
PERIOD 4 3:45 PM-4:45 PM	WHAT'S WORKING IN DIRECT MAIL FUNDRAISING	BUILDING A SUCCESSFUL MAIL CONSERVATION CULTURE	SMALL VOLUME PERIODICALS MAILERS - TAKE ADVANTAGE AND SAVE!	ARE CLOUD-BASED SOLUTIONS RIGHT FOR YOUR BUSINESS?	MARKETING AUTOMATION AND DIRECT MAIL	PAPER, PRINT AND MAIL IN THE DIGITAL AGE	2nd OUNCE, TRANSPROMO, INSERTS, QR CODES - HOW TO GET THE MOST VALUE		

WELCOME RECEPTION

Legend:	MAIL CREATORS / SELLERS / OWNERS	MAIL PREPARERS	MAIL ROOM MANAGERS	MAILING INDUSTRY PROFESSIONALS	OFFICER SESSION	EXHIBITOR PREVIEWS
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Monday, April 2

8:00AM-9:00AM -- OPENING GENERAL SESSION, OSCEOLA BALLROOM

9:00AM-10:00AM -- EXCLUSIVE EXHIBIT HALL TIME

Time / Room	NAPLES 3	NAPLES 1&2	TAMPA	TALLAHASSEE	SANIBEL	SARASOTA	MIAMI	SUN C
PERIOD 5 10:00 AM-11:00 AM	UNDERSTANDING YOUR INTERNATIONAL BILLING TO CHOOSE THE RIGHT SHIPPER	SECURITY: IT COMES WITH THE STAMP!	PREPARING COMMERCIAL, FIRST-CLASS AND STANDARD MAIL	MAGAZINE EVOLUTION IN A DIGITAL WORLD	SHIPPING SOLUTIONS FOR e-COMMERCE BUSINESSES	THE BEST OF <i>DELIVER</i> MAGAZINE - INNOVATIVE DIRECT MAIL	MANAGING YOUR CAREER	MAGICAL EFFICIENCY: THE ADDRESS MANAGEMENT SYSTEM
PERIOD 6 11:15 AM-12:15 PM	NEW PICTURE PERMIT, ALTERNATE POSTAGE TO KEEP MAIL RELEVANT	CYBER PREDATORS - PROTECTING YOUR BUSINESS AND YOUR CHILDREN	BEYOND THE PACKAGE	PAPERLESS INDUCTION	BOOT CAMP FOR MAIL CENTER MANAGERS	PROFITABLE DIRECT MAIL MEANS PRACTICAL CREATIVE AND MARKETING	INNOVATIONS IN TECHNOLOGY & DELIVERING ENHANCED PRODUCT INFORMATION	UNDERSTANDING THE CHANGE OF ADDRESS PROCESS
12:15PM-2:00PM - LUNCH IN THE EXHIBIT HALL								
PERIOD 7 2:15 PM-3:15 PM	GROWING YOUR BUSINESS BEYOND US BORDERS, NOW!	PROMOTIONS AND INCENTIVES FOR MAIL	DIARY OF A NEW MAIL MANAGER	MANAGING PEOPLE IS LIKE HERDING CATS	SHIPPING AND MAILING - EVOLVING AND ADAPTING	SOCIAL MEDIA + DIRECT MAIL: KEEPING THE LOVE ALIVE!	ATTACKING RETURN TO SENDER MAIL FROM ALL DIRECTIONS	MAIL DESIGN PROFESSIONAL COURSE
PERIOD 8 3:30 PM-4:30 PM	MAILING MADE EASY FOR SMALL BUSINESSES	HALLMARK GOLD CROWN STORES' CUSTOM DIRECT MARKETING	INTRODUCING PERFORMANCE METRICS TO THE PRINT AND MAIL ROOM	MAXIMIZE CASH FLOW AND IMPROVE RESPONSES WITH REPLY MAIL	DESIGNING MAIL THAT'S IRRESISTIBLE	PUBLIC SPEAKING AND POWERFUL PRESENTATIONS	MAIL ENTRY THE SEAMLESS WAY	
PERIOD 9 4:45 PM-5:45 PM	MAILING AT NONPROFIT PRICES	VISION, PASSION AND PURPOSE FOR PCCs	MARKETING APPLICATIONS FOR MAILPIECE TRACKING	THE MAIL MOMENT AND SOCIAL NETWORKING: YOUR NEW BFFs	WHAT DID YOU SAY?	VOLUNTEERS - THE ANSWER TO YOUR BUDGET WOES?	VISIBILITY DATA - WHAT IS IT AND HOW DO I USE IT?	

USPS AREAS RECEPTION

Legend:	MAIL CREATORS / SELLERS / OWNERS	MAIL PREPARERS	MAIL ROOM MANAGERS	MAILING INDUSTRY PROFESSIONALS	OFFICER SESSION
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Tuesday, April 3

7:45AM-8:45AM -- EXECUTIVE BRIEFING-OSCEOLA BALLROOM

Time / Room	NAPLES 3	NAPLES 1&2	TAMPA	TALLAHASSEE	SANIBEL	SARASOTA	MIAMI	SUN C
PERIOD 10 7:45 AM-8:45 AM	MAILING ACROSS BORDERS	TIME MANAGEMENT - HOW TO MANAGE YOUR DAY	NOT BUSINESS AS USUAL	NETWORKING 101 : GET CONNECTED ... STAY CONNECTED	DEVELOPING A TRAINING PROGRAM FOR MAIL CENTERS	PROTECTING SMALL / MEDIUM BUSINESS ENVIRONMENTS FROM HACKERS	SWIMMING IN A SEA OF USPS DATA SOURCES - SINK OR SUCCEED	FUNDAMENTALS OF GREAT ADDRESS QUALITY

9:00AM-2:00PM -- EXHIBIT HALL HOURS

PERIOD 11 9:00 AM-10:00 AM	WHEN GENERATIONS COLLIDE - A NEW DIVERSITY ISSUE	MAILERS' GUIDE TO FOLDED SELF-MAILERS	PLAN TO PROFITABILITY - USPS 5 YEAR BUSINESS PLAN	SELECTING AND MANAGING AN OUTSOURCING PARTNER	MAXIMIZE YOUR POTENTIAL GLOBAL DISCOUNTS	POLITICAL MAIL ADVERTISING - WHAT YOU NEED TO KNOW FOR 2012	DIVING DEEP INTO NCOALINK AND ACS	MAIL DESIGN PROFESSIONAL COURSE
PERIOD 12 10:15 AM-11:15 AM	TRANSACTIONAL PRINT AND MAIL - WHAT IS THE BEST SOLUTION?	DETECTING SUSPICIOUS POWDERS - A SAFE AND SANE RESPONSE PLAN	HYBRID DIGITAL MAIL AND THE POSTAL SERVICE OF THE FUTURE	RE-ENGINEERING GOVERNMENT MAIL AND PRINT OPERATIONS	DEVELOPING AND IMPLEMENTING STRATEGIES FOR THE FUTURE	EVERY DOOR DIRECT	PREDICTIVE ENTERPRISE ANALYTICS AND PRODUCT INFORMATION REPORTING	
PERIOD 13 11:30 AM-12:30 PM	BOOST YOUR BUSINESS WITH MOBILE PRINTING	IMPROVING MAILROOM SECURITY FOR EMPLOYEES AND THE BOTTOM LINE	NEW IDEAS FOR SMALL BUSINESS	PCC PLANNING - HOW TO EAT AN ELEPHANT!	MARKETING THE MAIL CENTER	BETTER ADDRESS HYGIENE - JUST LOOK TO THE SKY	CAPTURING PRODUCT INFORMATION THROUGH UPDATES IN TECHNOLOGY	

12:30PM-2:00PM - LUNCH IN THE EXHIBIT HALL

PERIOD 14 2:00 PM-3:00 PM	REDISCOVER RETURNS FROM THE USPS	ENSURING THE SECURITY / RESILIANCY OF THE POSTAL AND SHIPPING SECTOR	MAILING STRATEGIES: CO-PAL, CO-MAIL AND CO-PRODUCTION	EXECUTING A SUCCESSFUL QR CODE CAMPAIGN	EFFECTIVE LEADERSHIP AND THE ROLE OF MENTOR	PREPARING CROSS MEDIA CAMPAIGNS FOR OPTIMUM RESULTS	BECOME A WEBINAR WIZARD: HOW TO SUCCESSFULLY CONDUCT WEBINARS	MANAGING PACKAGE INFORMATION WITH NEW TRACKING TECHNOLOGY
PERIOD 15 3:15 PM-4:15 PM	HOW TO CHOOSE YOUR SPECIFIC TARGET MARKET	DIRECT MAIL - MAKING THE SALE	POSTAL TRANSFORMATION THROUGH DIGITAL SOLUTIONS	BEST PRACTICES OF GREAT LEADERS	MAILING INDUSTRY CERTIFICATIONS AND TRAINING OPPORTUNITIES	IMPLEMENTING COMPANYWIDE ADDRESS DATA ENRICHMENT	TOOLS AND SUPPORT SOLUTIONS FOR MAILPIECE DESIGN	GROWING MAILTHRU SERVICE DIAGNOSTICS AND PRODUCT INFORMATION

PEER TO PEER ROUNDTABLES

PERIOD 16 4:30 PM-5:30 PM	VOTE BY MAIL: BEST PRACTICES IN AUTOMATING THE PROCESS	HIRING AND INTERVIEWING - BEST PRACTICES ON BOTH SIDES	SEAMLESS PACKAGE ENTRY	BRINGING THE POST OFFICE TO YOUR OFFICE - MADE SIMPLE!	SUCCESSION PLANNING FOR MAIL CENTER MANAGERS	DIRECT MAIL RECHARGED	FROM ZERO TO E-DOC IN PLAIN ENGLISH	
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EXHIBITORS' RECEPTION - EXHIBIT HALL

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Wednesday, April 4

8:00AM-9:00AM -- EXECUTIVE BRIEFING-SUN AB BALLROOM

Time / Room	NAPLES 3	NAPLES 1&2	TAMPA	TALLAHASSEE	SANIBEL	SARASOTA	MIAMI	SUN C
PERIOD 17 8:00 AM-9:00 AM	<i>REPEAT</i> HOW TO CHOOSE YOUR SPECIFIC TARGET MARKET	SIMPLIFY YOUR MULTI-LOCATION SHIPPING	HOW TO APPLY DISNEY'S CREATIVE SPIRIT TO YOUR WORLD	YOU DON'T HAVE TO BE A DOCTOR TO HAVE GOOD BEDSIDE MANNERS!	<i>REPEAT</i> BUILDING A SUCCESSFUL MAIL CONSERVATION CULTURE	MEASURING AND IMPROVING EMPLOYEES' PERFORMANCE	KEYS TO DEVELOPING HIGH PERFORMANCE TEAMS	COLORING OUTSIDE THE LINES - INNOVATIVE USES FOR THE IMb

9:00AM-1:00PM - EXCLUSIVE EXHIBIT HALL TIME

11:30AM-1:00PM - LUNCH IN THE EXHIBIT HALL

Time / Room	NAPLES 3	NAPLES 1&2	TAMPA	TALLAHASSEE	SANIBEL	SARASOTA	MIAMI	SUN C
PERIOD 18 1:15 PM-2:15 PM		SAFE AND SECURE - PROTECTING YOUR BUSINESS INFORMATION WITH THE USPS	GLOBAL BUSINESS EXECUTIVE FEEDBACK SESSION	JANUARY 2014 FULL-SERVICE REQUIREMENT FOCUS GROUP	GUIDE TO MAINTAINING ADDRESS AND MAIL QUALITY	REAP THE BENEFITS OF INTELLIGENT MAIL FULL SERVICE		
PERIOD 19 2:30 PM-3:30 PM		<i>REPEAT</i> HIRING AND INTERVIEWING - BEST PRACTICES ON BOTH SIDES		<i>REPEAT</i> WHEN GENERATIONS COLLIDE - A NEW DIVERSITY ISSUE	LEADERSHIP AND TEAM BUILDING	<i>REPEAT</i> WALKING THROUGH THE GATEWAY TO MAIL SERVICES		
PERIOD 20 3:45 PM-4:45 PM		MORE AUTOMATION, MORE PROFIT			NEW ECONOMICS OF PRODUCTION MAIL	<i>REPEAT</i> PAPERLESS INDUCTION		

CLOSING RECEPTION & DINNER NPF AFTER HOURS CLUB

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