

# National Postal Forum - Indianapolis, IN

May 5 - 8, 2019 (subject to change)

ROOM	Jr. Ballroom -137	130	131	132	133	134	135	140	141	142
<b>PERIOD 1</b> 9:00 AM - 10:00 AM	National Meeting of Areas Inspiring Mail (Starts at 8:30 am)		Informed Visibility - How Did We Get Here, Why Did We Get Here and Where are We Going?	How to Better Yourself for Promotional Opportunities Within the Mailing Industry	Seamless Acceptance - Why it Works for You	From Stress to Success	Package Trackology 101	Increase Your ROI with AR: Hands on Experience		
<b>PERIOD 2</b> 10:15 AM - 11:15 AM	PCC Opening Session	Delivery Partner Program: Scanning for Your Customers and You	Give Them What They're Asking For: What Marketers Want From Mail	The Rise of On-Demand Delivery and the Last Mile of the Future	First-Class Mail - The Personal Touch	WILDS: The Future of Blockchain in Trade and Logistics	A Deeper Dive into Mail Quality Data Through Informed Visibility	Mailing and Shipping Solutions Center	Marketing Mail & Shipping Trends- Today and Tomorrow	
<b>PERIOD 3</b> 11:30 AM -12:30 PM	PCC Opening Session (ends at 11:45 am)	Stay Informed	Navigating the Postal Landscape	The Strategy and Tactics of a Winning Informed Delivery Campaign - Creating and Measuring Success	The Voice Assistant: A New Addition to the Inbound Mail Center?	Finding Your Best Prospects Using Lists, Look-Alike Models, Location Data and Behavioral Targeting	Informed Delivery: How to Conduct Interactive Campaigns	Hazmat 101: Pub 52 - How to Safely Mail Hazardous Materials and Lithium Battery Mailing Standards	Federal Registry Notices - The Process and Responsibilities	
<b>12:30 PM - 1:30 PM</b>	<b>Lunch on the Go - Indiana Convention Center</b>									
<b>PERIOD 4</b> 1:30 PM - 2:30 PM		Orientation Session	Address Quality Best Practices - One Size Does Not Fit All		Using Informed Delivery to Enhance Your Next Omnichannel Campaign	PCC Boot Camp Refresh	Power of Visualization and Data Stories	In the Know: Stay Informed with Postal and Industry Resources	Quantifying the Value of Mail in an Omnichannel Marketplace	
<b>PERIOD 5</b> 2:45 PM - 3:45 PM	Mister Crabb's Neighborhood: Keeping Our Cyber Network Safe	Mail Operations for Beginners	What are the Latest Trends in eCommerce Fulfillment	The Postmaster General's Mailers' Technical Advisory Committee Update: What's on the Horizon	2019 USPS Mailing Promotions	PCC Boot Camp Refresh	Benefits of End-to-End Piece Visibility: Practical Application	How to Make Technology Work for Your Direct Mail	Enhancing the eCommerce Experience with USPS Technology	
<b>PERIOD 6</b> 4:00 PM - 5:00 PM		Why Print is Still an Important Communication Tool	Developing Your Professional Persona - Tips and Tricks to Enhance Your Authentic Self	Data Visibility: The Key to Growing Your Business	International Addressing Requirements For Shipping Successfully to Foreign Customers	PCC Boot Camp Refresh	Data Driven: The Key Attribute That Makes Mail a Viable Marketing Channel	Open and Distribute: Getting Lightweight Packages to Your Customers Faster	Influence of Document Management in Today's (Digital) Mailroom	
<b>5:30 PM - 7:00 PM</b>	<b>Welcome and USPS Areas' Reception - JW Marriott</b>									

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## Monday - May 6

8:00 AM - 9:30 AM	PMG Keynote - JW Marriott									
9:30 AM - 4:00 PM	Exhibit Hall Hours (9:30 am - 4:00 pm) and Exclusive Exhibit Hall Time (9:30 am - 11:00 am and 12:00 pm - 1:30 pm)									
ROOM	Jr. Ballroom	130	131	132	133	134	135	140	141	142
<b>PERIOD 7</b> 11:00 AM - 12:00 PM	Innovating Today for Tomorrow's Customer	Talent Management and the Art of Leadership	Boot Camp for Mail Center Managers Part 1	Informed Delivery Works for Marketers	Postmark: Danger	What's In? What's Out: 10 Hotter and Newer Logistics Trends for 2019	Automated Returns: USPS Shipping Products and Returns Roadmap	Parcel Lockers: Designing a Holistic Solution to Manage the Lifecycle of Incoming Packages and Mail	Everything is Addressable	How Has Political Mail Become More Dynamic and Why It's A Big Opportunity in 2020
12:00 PM - 1:30 PM	Lunch - Exhibit Hall									
<b>PERIOD 8</b> 1:30 PM - 2:30 PM	What is New in Pricing and Product	Informed Visibility Simplified: Show How to Generate Intelligence From a One Time Download	The Returns Process: Enhancing the Customer Experience Workshop	Why Direct Mail Still Works	Gaining Maximum Productivity Based on Personality Type	Staying Alive	Manage and Pay for USPS Services Through a Single Account	Nuts and Bolts - The Application Process For Periodicals	Gaining a Competitive Advantage with Emerging USPS Global Solutions	Making Marketing Mail Work for You
<b>PERIOD 9</b> 2:45 PM - 3:45 PM	Tomorrow's Mailing and Shipping Solutions Today	Informed Delivery: Using and Understanding Data	Top 5 Factors Influencing Your International Mail Decisions	Informed Visibility - Real Scenarios - Real Results	Seamless Fulfilment: Winning the Fight for the Front Door	Delivering the Right Message to the Right Audience at the Right Time	The Complete Guide to Develop Winning eCommerce Packaging!	Hot Topics for Mail Owners	Business Customer Gateway (BCG) A New Look and Feel	Leadership in the Age of Robotics: How to Better Humans
<b>PERIOD 10</b> 4:00 PM - 5:00 PM	Utilizing Analytics to Drive Performance and Fuel Innovation	Cyber Security Starts with You: The Postal Service's Approach to Cultivating Safe Cyber Behavior	Emerging Technologies in the Mail	Adding Value, Services and Recognition to Your Campus Mail Center	Where's My Package? How Artificial Intelligence Can Help Improve the Customer Experience	Trade, Tariffs and Treaties: Impact on International Mail and Parcels in 2019 and Beyond	Keys to Maximizing Your Effectiveness	Beat the Competition with Better Direct Mail Data	Digging for Diamonds...How to Unlock Hidden Gems in Your Data	Package Platform/ Network Returns
5:30 PM - 7:30 PM	PCC Reception - Indiana State Museum									

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## Tuesday - May 7

8:00 AM - 9:30 PM											General Session - JW Marriott										
ROOM		Jr. Ballroom	130	131	132	133	134	135	140	141	142										
9:30 AM - 2:00 PM											5:00 PM - 6:30 PM										
PERIOD 11 11:00 AM - 12:00 PM		Visualizing the End Journey of Mail and Packages Through the Operations Network	Your Team Can Soar! Powerful Lessons to Help You Lead and Develop High Performing Teams!	Boot Camp for Mail Center Managers Part 2	IV On-The-Go: Intelligent Analytics Here, There, Everywhere	Hot Topics in Addressing: An Industry Perspective	B2B Advertising - Cutting Through the Clutter	11 Tips for More Effective Direct Mail	Informed Delivery and Commingling: How to Make Everything Work as Intended	Evolution of Delivery: Accountable Item Barcode Tracking & Intelligent "Smart" Lockers	Coummunication is About Personality, Not Generational Differences										
12:00 PM - 1:30 PM											Lunch - Exhibit Hall										
PERIOD 12 1:30 PM - 2:30 PM		On the Road to Growth: First and Last Mile Paves the Way	Accurate Address Solutions	New Data: New Possibilities	Become Smarter at Managing Your Mail Center	Developing Cost Effective Mail Screening Protocols	What is so New and Dynamic About Direct Mail?	Cross-Border eCommerce Shopper Survey: Key Findings and Implications	7 Integration Technologies to Seamlessly Track Direct Mail Effectiveness and Enhance Results	Putting the Data Into Data-Driven Direct Marketing	Journey Mapping Your Customer Experience Design										
PERIOD 13 2:45 PM - 3:45 PM		Transforming the Customer Experience at USPS	Informed Delivery: Advanced Campaign Creation Via PostalOne	Informed Visibility and the Compliance Mailer	Learn How Smart Mail Centers Innovate and Implement Game Changing Solutions	Timing is Everything: How Marketing Mail Can Deliver Customers at Light Speed	Secrets From The Next Generation Campaign Award Winners	Partnering with Suppliers for Success	An Integrated Supply Chain	How Direct Mail Can Raise \$1.5 Million for You and Your Organization	Journey Mapping Your Customer Experience Design										
PERIOD 14 4:00 PM - 5:00 PM		Peer to Peer Roundtables	When Dirty Data Gets You Down: Garbage In = Garbage Out	Demystifying International Shipping	Emerging Technologies - Why Should You Care?	The Last Mile: How to Make Informed Visibility Work for Your University	Latest and Greatest Improvements in the USPS Package Delivery Network	Mail Just Works: Learn Why and How it Remains Relevant	Embracing the "Weird and Wonderful" Possibilites of Mail to Drive OmniChannel Success	Avoiding Assesments with Scan Based QA											
5:00 PM - 6:30 PM											Exhibitors' Reception - Exhibit Hall										

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## Wednesday - May 8

ROOM	Jr. Ballroom	130	131	132	133	134	135	140	141	142
<b>PERIOD 15</b> 8:00 AM - 9:00 AM		2D Barcodes: More Than Just a Pattern	Social Media: Protecting Your Professional Profile	Shipping, Returns, Refunds & Claims Made Easy	USPS Special Services: Adding Value to Letters, Flats and Packages	Going Where the Money Is - Selling Direct Mail to Digital Buyers	Mail Houses Taking Over the Shipping Industry	How Geospatial Technology Revolutionized Postal Operations	Undeliverable as Addressed Mail Processing Methods	
9:00 AM - 12:00 PM	Exhibit Hall Open (9:00 am - 12:00 pm) / Exclusive Exhibit Hall Time (Exhibit Hall Hours 9:00 AM - 12:00 PM)									
12:00 PM - 2:00 PM	Lunch with Guest Speaker - JW Marriott Ballroom									
2:00 PM - 4:30 PM	Get Ready for an exclusive TED hosted event! Hear from extraordinary speakers that will leave you inspired!									
7:00 PM - 10:00 PM	Closing Event - Dallara IndyCar Factory									

### LEGEND

eCommerce: Steps to Shipping Success
Informed Visibility: Real Time, Real Data
Leadership and Professional Development
Mail Operations: Fulfilling the Needs of Your Customers
Pushing the Envelope: Why Mail Works
The Evolution of Delivery: From Mailbox to Mail "Inbox"

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