



April 26–29, 2020 | Orlando World Center Marriott | Florida

# THE 2020 NATIONAL POSTAL FORUM IN ORLANDO, FLORIDA:

## AN INVESTMENT WELL WORTH THE TRIP.

All roads to success begin with one step. For shipping and mailing professionals, there's no bigger, better step to take than the one that leads to the NPF. This year, we're heading out to sunny Orlando, Florida, where attendees will find themselves on a jam-packed journey of learning. Innovation. And making the kind of invaluable connections that will help their companies go the distance in attaining a greater ROI!

### THE NPF: THAT'S THE TICKET...TO WIN!

The Mailing and Shipping Industry is not one to idly stand by. Out to raise the bar on processes and delivery, it's a non-stop world of innovation. Education. Collaboration. All of which will be on full display at the 2020 NPF, where attendees will have a first-class opportunity to learn about ingenious new tools, cutting-edge technologies and nab VIP access to insights shared by leaders from the hottest global marketing firms and mailrooms. The goal: To provide you with a direct route to more efficient, cost-effective ways of doing business. And at every touchpoint, give you a leg up on the competition!

#### OVERVIEW:



##### EDUCATION:

- Get in on the most effective, efficient ways to utilize the USPS
- Learn the most recent USPS campaigns for saving your company money
- Add big value to your professional development with USPS Professional Certifications
- Back at the office, share what you've learned with colleagues via online session materials



##### TECHNOLOGY:

Witness up close the most current technologies in action that can streamline operations, reduce costs.



##### NETWORKING:

Take advantage of invaluable opportunities to exchange experiences and ideas with fellow marketing and mailing industry pros.

### CONFERENCE BUDGETING EXPENSES

#### CONFERENCE REGISTRATION: \$400 - \$1095

Depending on the registration option you choose.

**HOTEL:** Orlando World Center Marriott,  
8701 World Center Drive, Orlando, FL 32821

Orlando World Center Marriott features a state-of-the-art event space and amenities designed for the conference attendee. Catering to business needs and the need to unwind, discover everything from spacious rooms, expansive desks and Wi-Fi to refreshing outdoor pools, modern gym, and superb restaurants.

**RATE: \$249/Single or Double per night. (\$25 Daily resort fee is waived when you book through the NPF)**

#### MEALS:

All meals are included with **Full, One, Two and Three Day Registrations, (No meals are included with the Education Only Registration type.)**

#### DISCOUNTS:

- **Book your hotel room through NPF and save \$100 off a FULL or 3 DAY registration.**
- **\$100 off of a FULL or \$50 off of a 2 DAY or 3 DAY registration if you are a PCC member.**

#### TRANSPORTATION TO AND FROM AIRPORT:

The Orlando International Airport is approximately 17 miles from the Orlando World Center Marriott. There are plenty of transportation options to choose from including public transportation, Taxis, Uber, and Lyft.

Orlando International Airport:  
1 Jeff Fuqua Blvd,  
Orlando, FL 32827

# WHO'LL BE COMING ABOARD THE 2020 NPF?

Association members, Banking marketers, Cataloguers, Colleges/Universities mailroom managers, Credit Card marketers, Credit Union marketers, Database Marketing professionals, Direct Mail/Advertising executives, eCommerce/Internet practitioners, Federal Government employees, Financial Service providers.

Fulfillment professionals, Health Care professionals, Hotel/Travel employees, Insurance marketers, Lettershop managers, Mail Order professionals, Manufacturing supervisors, Marketing professionals, Military personnel, Nonprofit professionals, Parcel Shipping managers.

Presort managers, Printing/Publishing executives, Real Estate and Retail Business professionals, Software Development engineers, State & Local Government employees, Telecommunications and Transportation executives and Utilities managers and many more...

## PREPARE FOR TAKE-OFF.

Adopting the latest USPS changes. Solving service issues. Reducing costs. Helping your business soar. The NPF prepares attendees to accomplish it all by:

### Providing a comprehensive educational program

- 120+ educational workshops led by USPS industry experts
- Official USPS Certification Courses - Mail Design Professional, Executive Mail Center Manager and Certified Direct Mail Professional
- USPS and industry expert led sessions

### Hosting the mailing and shipping industry's largest exhibit hall

- 100+ of the industry's most innovative manufacturers and service providers
- All major industry associations represented in the "Resource Pavilion"

### Generating new contacts and sharing ideas through professional networking

- Peer-to-Peer roundtable discussions
- Evening events designed to generate professional conversation in a relaxed environment
- Breakfast and lunch provided each day allowing extra time to relax and continue the conversation

### Sharing insight and direction and positive energy from top USPS Senior Executives including

- Monday General Session featuring USPS executive leaders
- Tuesday General Session featuring the USPS Chief Customer and Marketing Officer
- USPS Executive Briefing Workshops

### Certified Direct Mail Professional (CDMP) Course offered at NPF

The CDMP course is designed to develop and strengthen core skills that build and maintain successful direct mail business. Topics include: omni-marketing, mailing list management, mailpiece creation, response rates and related technology.

### Executive Mail Center Manager (EMCM) Course offered at NPF

The Executive Mail Center Manager (EMCM) course is a comprehensive training program that 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. The program is sponsored by the USPS and has been developed by a professional committee with representatives from the mailing industry.

To earn official certification, **participants are required to complete all 8 modules and pass a test at the end of each.**

### Mail Design Professional (MDP) Course offered at NPF

A comprehensive 8-hour course teaching mailing industry personnel how to design mail to enhance its compatibility with the US Postal Service automated equipment and how to achieve lower postage through automation. (USPS MDP certification is available upon successful completion of the course assessment and **required exam.**)

**YOUR JOURNEY BEGINS AT  
NPF.ORG.**

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