Buckle up. You are about to embark on an unprecedented journey—where around every corner, you’ll encounter new technologies, techniques and tools in Mailing and Shipping—all calibrated to set your business on a steady course...straight into the future. Your guides: the most influential thought leaders in the Industry, there to help you map out direct routes to greater efficiency, deeper customer loyalty, and higher profitability! It’s a journey of innovation bound to “Wow!” you at every touchpoint:

• Education: Learn from the Industry’s best. Choose from 120+ information-packed workshops and USPS Certification Courses.

• Networking: Make connections with visionaries and influencers from the hottest global marketing firms and mailrooms.

• USPS: Gain rare access to the insights and out-of-the-box thinking of USPS leadership.

• Innovation: Discover up-to-the-minute technology on full display at the Industry’s largest Exhibition Hall.

WELCOME ABOARD THE 2020 NPF!

EXCLUSIVE HOTEL OFFER!
GET $100 REGISTRATION DISCOUNT JUST BY BOOKING YOUR HOTEL THROUGH THE NPF.
SEE PAGE 37 FOR DETAILS.
SO MUCH TO SEE, DO, LEARN AND BE INSPIRED BY!

Start your tour right here: Cruise through the catalog and begin planning your itinerary.

Come join us at the 2020 NPF and prepare your business to take off.

Destination: Success!

Go to NPF.org and register today.

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Join the USPS Executive Leadership team in Orlando, Florida. There’s no other place like it on the planet. Here, innovation never takes a holiday. Looking around, even the most grownup among us can’t help but be filled with wonder at every sight and sound, inspiring us to create. To innovate. Is it any wonder why Orlando was chosen as the city best suited to celebrate the innovations being showcased at the 2020 NPF? In between the whirlwind of activity at the Forum, why not take time out to explore the surrounding town – and let your imagination fly!

WE HIGHLY RECOMMEND THESE MUST-SEE SIGHTS...

**DISNEY PARKS**
Imagine this: Only two mere miles from the Orlando World Center Marriott, amazement awaits at 4 Disney Theme Parks and 2 water parks, together boasting 120 attractions, 50 entertainment options and 140 dining destinations—all shimmering with magical moments and memories to be made. Bring family, bring friends... or just let the whole experience bring out the kid in you!

**DISCOVERY COVE**
Snorkel amidst schools of tropical fish. Wander throughout a free-flight aviary and invite a brilliantly feathered parrot to perch upon your wrist. Float along a Tropical River past waterfalls and a rainforest landscape. Discovery Cove is another world entirely, populated with thousands of enchanted creatures of sea and sky. Interact with them. Or simply observe in awe. Talk about a great escape! Just 2 miles from the Marriott.

**SEAWORLD ORLANDO**
A sister park of Discovery Cove, SeaWorld Orlando is a fantasy land come true! Go dancing with dolphins...feed friendly sea lions...applaud the antics of sea animals who have a knack for entertaining...then swoop around SeaWorld on thrilling rides and rollercoasters. All in a day’s play! Where it’s at: 5 miles from the Marriott.
UNIVERSAL STUDIOS FLORIDA

Lights...Camera...Get in the action! Universal Studios Florida offers you better than a front row seat: It pulls you through the screen, behind the scenes where you find yourself smack in the middle of your favorite movies. Dodge villains! Stare down fire-breathing dragons! Defend the earth alongside Hollywood’s most iconic characters! 10 miles from the Marriott, you’re that close to living your movie star dreams.

FREE SHUTTLES TO DISNEY PARKS

Book your stay at the Orlando World Center Marriott and not only will you have access to a host of thoughtful (and luxurious) amenities, but you and 3 guests will be treated with Free Shuttle Service to the Disney Parks. And the perks don't stop there: The NPF has secured a preferred attendee rate and a waiver of the $25 daily resort fee. Note: you must book your stay through the NPF registration system to take advantage of this tremendous value…and get $100 off a Full or 3-day Registration!

SCORE BIRDIES AND EAGLES AT HAWK’S LANDING GOLF CLUB... FOR CHARITY!

The 2020 NPF Charity Golf Outing will take place at the award-winning Hawk’s Landing Golf Club located on the Orlando World Center Marriott property! The NPF will be matching a portion of the outing proceeds to be donated directly to Habitat for Humanity Greater Orlando & Osceola. Assemble your foursomes or come solo and get ready for a 1:00 PM shotgun start on Saturday, April 25, 2020. Reservations will be taken on a first come, first serve basis. Hurry, the deadline to register is March 27, 2020.

HELP BUILD A “HOME, SWEET HOME” FOR A FAMILY FRIEND.

The NPF is giving you the opportunity to help a family in need. Join us in helping to build a “home, sweet home” for a deserving family in Orlando through our partnership with Habitat for Humanity.

On Saturday, April 25, the NPF will assign the first 25 volunteers to spend the day working on a single-family home in the Orlando area. Together, we’ll construct a home for a deserving family who cannot find affordable options, yet who so desire the stability and independence that starts with having a cozy, safe place to live and raise children. 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 Orlando. Round-trip transportation and lunch will be provided by the NPF.
AREAS INSPIRING MAIL (AIM)

For a number of years Industry Leaders requested a formal meeting to be held with Senior Operations Executives of USPS on Sunday morning prior to the start of the NPF to discuss key operational issues vital to a strong collective industry. The AIM Meeting has developed into one of the premier events on Sunday mornings as an official industry event.

**SUNDAY, APRIL 26**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30 AM - 10:00 AM</td>
<td>National Meeting of Areas Inspiring Mail (AIM)</td>
</tr>
<tr>
<td>9:00 AM - 10:00 AM</td>
<td>Period 1 Workshops</td>
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<tr>
<td>10:15 AM - 11:15 AM</td>
<td>Period 2 Workshops</td>
</tr>
<tr>
<td>10:15 AM - 11:45 AM</td>
<td>Postal Customer Council (PCC) Opening Session</td>
</tr>
<tr>
<td>11:30 AM - 12:30 PM</td>
<td>Period 3 Workshops</td>
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<tr>
<td>12:30 PM - 1:30 PM</td>
<td>Lunch</td>
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<tr>
<td>1:30 PM - 2:30 PM</td>
<td>Period 4 Workshops</td>
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<tr>
<td>2:45 PM - 3:45 PM</td>
<td>Period 5 Workshops</td>
</tr>
<tr>
<td>4:00 PM - 5:00 PM</td>
<td>Period 6 Workshops</td>
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<tr>
<td>5:00 PM - 6:30 PM</td>
<td>Welcome and USPS Area Receptions</td>
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</table>

OPENING GENERAL SESSION

Join us for a thought-provoking session on the strategies and tactics that marketers and mailers are leveraging to build and strengthen brand affinity with consumers. Whether it’s using data to personalize offers, integrating gamification with augmented reality, or diversifying the media mix by leveraging USPS Informed Platform, mailers are seeing compelling campaign results at every touchpoint. This session with senior USPS officers and executives will demonstrate proven mailing and shipping innovations that will strengthen the relationship between your company and your customers.

**MONDAY, APRIL 27**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 AM - 9:30 AM</td>
<td>General Session featuring USPS Executive Leadership Team</td>
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<tr>
<td>9:30 AM - 4:00 PM</td>
<td>Exhibit Hall Open</td>
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<tr>
<td>11:00 AM - 12:00 PM</td>
<td>Period 7 Workshops</td>
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<tr>
<td>12:00 PM - 1:30 PM</td>
<td>Exhibit Hall Lunch</td>
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<tr>
<td>1:30 PM - 2:30 PM</td>
<td>Period 8 Workshops</td>
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<tr>
<td>2:45 PM - 3:45 PM</td>
<td>Period 9 Workshops</td>
</tr>
<tr>
<td>4:00 PM - 5:00 PM</td>
<td>Period 10 Workshops</td>
</tr>
<tr>
<td>EVENING</td>
<td>PCC and Partner Reception Events</td>
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TUESDAY GENERAL SESSION—VALUE OF MAIL IN THE DIGITAL AGE

The conversation continues on how to best leverage the brand. This thought-provoking session targets mail’s role and relevance in today’s electronic economy. Learn how mail is being repositioned with marketers giving it an integral role in today’s digital marketplace. The use of data analytics and other emerging technologies are the tools giving a powerful voice to mail’s role in providing sales growth and customer commitment.

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 Exhibitor Reception in Exhibit Hall

WEDNESDAY, APRIL 29

PARTNERSHIP RECOGNITION LUNCHEON—FEATURING DOUG LIPP

NPF attendees with Full-Registration privileges are invited to attend a special seated luncheon where the NPF and USPS will recognize outstanding customer contributions and innovation, and show appreciation for their continued partnerships. Plus, hear from special guest speaker Doug Lipp, a former Disney Executive and Expert on Customer Service as he shares actionable insights based on leadership, teamwork and innovation.

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

All events are located at the Orlando World Center Marriott unless otherwise noted. Daily schedules are subject to change.
THE USPS INSIDER’S GUIDE: BEHIND THE INNOVATIONS

NATIONAL MEETING OF MAILING INDUSTRY AREAS INSPIRING MAIL FOCUS GROUPS
SUNDAY, APRIL 26 (8:30 AM – 10:00 AM)

Join the USPS Chief Operating Officer and postal and industry leaders for in-depth discussions on mailing and shipping operations. This insightful session showcases the partnership between the industry and USPS and highlights key innovations and programs implemented by both USPS and Industry members from across the seven Areas. This is your opportunity to gain national insights on logistics, transportation, equipment and most importantly how USPS intends to maintain its commitment to providing outstanding customer service. This plenary session gives you a chance to interact with USPS, National, Area and local leaders and a platform to learn more about key operational changes. You won’t want to miss this session!

OPENING GENERAL SESSION – KEYNOTE ADDRESS
MONDAY, APRIL 27 (8:00 AM – 9:30 AM)

Senior USPS leaders will share strategic insights into the future for the mailing and shipping industry. Innovations that can drive value and profitability through the mail for you and your customers will be center stage. Transformative technologies and fresh approaches can open the door to enhanced customer satisfaction, experience and loyalty. Join us for a morning of collaboration on ways to create competitive efficiency and growth.

PCC OPENING SESSION
SUNDAY, APRIL 26 (10:15 AM – 11:45 AM)

The Postal Customer Council (PCC) community is an invaluable resource for business mailers to share best practices to maximize the performance of their PCC – small or large. In this session we’ll share new innovations the PCC Advisory Committee and Program Office have developed – things you can implement locally to help your PCC thrive. We are bringing back the PCC Leadership Awards to NPF so we encourage you attend and see your peers recognized. Don’t miss this fun, engaging session with games and a few surprise reveals. Please feel free to bring your PCC lapel pins and exchange them with other members.

TUESDAY GENERAL SESSION
TUESDAY, APRIL 28 (8:00 AM – 9:30 AM)

Welcome to the most magical place on earth - Disney World! Storytelling is an opportunity to spark our imaginations, build connections, and strengthen brand engagement—this is the magic of tactile experiences and communications. In this session, join thought leaders and experts to explore the magical ways companies are using storytelling and experience design to appeal to all of our senses. Hear about how brands can deliver authentic, thoughtful experiences for their customers and leave feeling inspired to create new, magical connections with consumers.
THE NEXT GENERATION CAMPAIGN AWARDS ARE BACK!

USPS is celebrating mail owners, agencies, and printers that create innovative, engaging, and effective Business to Consumer (B2C) and Business to Business (B2B) Direct Mail campaigns. There are two award categories:

• The Grand Champion Award – for all campaigns that include our Informed Delivery feature

• The Innovative B2B Campaign Award – for all B2B campaigns


Winners will be crowned at the 2020 NPF on Tuesday, April 28, 2020.
USPS OFFICER LED SESSIONS

Attendees have an opportunity to personally learn from key postal leaders about topics that will guide the entire mailing and shipping industry into the future. Each year, the Officer led sessions provide perspective on some of the most important issues, changes and ideas affecting the industry.

2020 – THE CX EDGE

USPS is using business intelligence and analytics across the enterprise to innovate and personalize the customer journey at every touchpoint. In this session the VP Customer Experience will discuss how the voice of the customer data, empowering employees and a state-of-the-art customer relation management platform provides a consistent and reliable customer experience across all channels. This session will also demonstrate how USPS is incorporating these learnings to improve the customer experience.

VP Customer Experience, USPS

INNOVATION TODAY FOR TOMORROW’S CUSTOMER

USPS remains at the forefront of innovation and continues to adapt to industry trends and ever-changing consumer needs and expectations. Join the VP of Product Innovation, and discover how the growth of the Informed Delivery Platform has paved the way for additional opportunities and continues to enhance the value of mail. Come learn about the mail and technology innovations set to shake up the industry.

VP Product Innovation, USPS

AUTOMATING THE SUPPLY CHAIN TO DRIVE RESULTS, SM 2020 AND BEYOND

Join the USPS Supply Management (SM) VP for this session and learn SM’s new technology initiatives concerning supplier performance dash boards, using data to drive results, SM’s Supply Chain Relationship Management Program, supplier scorecards, establishing workflow processes, Robotic Process Automation, and SM’s Strategic Initiatives under its current Three-Year Strategic Plan.

VP Supply Management, USPS

CREATING A FRICTIONLESS EXPERIENCE FOR OUR COMMERCIAL MAILERS

USPS is defining the future of mail by building tomorrow’s mailing and shipping solutions today. We’re investing in automation, leveraging the power of machine learning and analytics, and developing cloud-based solutions to innovate faster and to create a frictionless mailing experience for all of our mailing and shipping customers. Join this session to learn how USPS is harnessing the strength of automation to simplify the mail journey through the use of Intelligent Mail Barcode Accounting (IMba), streamline mail acceptance and verification with Seamless Acceptance, empower the future of package shipping with our Package Platform, and transform your customer experience through the nationwide launch of the Mailing and Shipping Solutions Center.

VP Mail Entry and Payment Technology, USPS

ANALYTICS UNIVERSE: WITH GREAT ANALYTICS COMES GREAT RESPONSIBILITY

In a mailing and shipping environment facing daunting, larger-than-life challenges, there’s one team fighting to keep mail and packages on track and on time: USPS Enterprise Analytics. The audience will come along as our team fights for efficiency, customer experience, and on-time delivery by leveraging end-to-end visibility and advanced analytics capabilities. This team will stop at nothing to help their customers execute successful marketing campaigns and ensure on-time package fulfillment.

VP Enterprise Analytics, USPS
UNDERSTANDING THE USPS LOGISTICS CAPABILITY

USPS has a tremendous Logistics Capability, focused on tracking the movement of mail, packages, containers, trucks and planes. Plan on attending this session to understand how we utilize data and technology that track the movement from acceptance to delivery. Your organization can benefit by leveraging the USPS Logistics Capability and you will learn how USPS is partnering with the industry to enhance visibility.

VP Logistics, USPS

WILL YOU BE READY?
LEADERSHIP DURING CRISIS

As the security and law enforcement arm of USPS, the Inspection Service responds to crisis whenever needed. With that response, comes the inherent need for leadership during a time of chaos. There are many levels of crisis we can be called to respond to, from that of a workplace violence incident to a natural disaster. It is important for those who respond to understand the need for guidance and level-headed thinking. During this presentation, the Chief Postal Inspector will discuss crisis events the Inspection Service has responded to and give best-practices on measures you can take when and if a crisis hits your organization.

Chief Postal Inspector, USPS

WHAT’S NEW IN PRICING AND PRODUCT

May you live in interesting times – 2020 marks a pivotal time for the mailing industry. Join USPS Vice Presidents of Marketing and Pricing as they discuss key market and regulatory forces driving future pricing and product decisions. The landscape presents a combination of industry, regulatory and legislative changes that could shape the mailing industry for years to come. Insights into product assessments and suggested changes and improvements will also be discussed.

VP Marketing, USPS & VP Pricing, USPS

DELIVERY AND RETAIL:
TAKE A JOURNEY IN INNOVATION TO “INFINITY AND BEYOND”

USPS’ unequaled capacity to pick up and deliver mail and packages at every address in America has long been one of its defining assets. Throughout the mail journey, from first touch to the moment it’s delivered, USPS is committed to helping you grow your business. USPS is continually integrating new technologies into its delivery network through innovative ways to benefit everyone. Enhance your journey by joining the VP of Delivery Operations and learn how Delivery and Retail Operations is leading the voyage through innovation, emerging technology and our engaged employees. It’s all about the mailing experience and our efforts to ensure customer service excellence from the First Mile to the Last Mile – at every touchpoint to infinity and beyond!

VP Delivery Operations, USPS
NETWORKING EVENTS & EXHIBIT HALL

MAKING CONNECTIONS.
IGNITING IDEAS.

NPF WELCOME AND USPS AREA RECEPTIONS
SUNDAY, APRIL 26 (5:00 PM – 6:30 PM)

The NPF and the USPS Area Leadership teams will host a lively Welcome Reception for all NPF Attendees. Connect with colleagues and meet new industry professionals as together, we celebrate the official launch of the 2020 NPF—a culmination of all the ways we’ve been Innovating the Journey at Every Touchpoint.

POSTAL CUSTOMER COUNCIL RECEPTION
MONDAY, APRIL 27 (5:30 PM – 7:30 PM)

Mark your calendar now for an evening of networking, food, and entertainment at the Monday PCC Reception. Spend time with USPS executives and your peers in an outdoor setting with live music in a relaxing atmosphere. The PCC community is an invaluable resource for business mailers and postal leadership to share ideas and work collaboratively together to grow the shipping and mailing industry. Please feel free to bring your PCC lapel pins and exchange them with other members.

PEER TO PEER
TUESDAY, APRIL 28 (4:00 PM – 5:00 PM)

Join mailing and shipping professionals to enhance your knowledge on hot topics affecting the industry right now. This is networking with a purpose that will provide a return on investment with insights you can take back to your company for immediate implementation. Roundtable topics are led by USPS experts and industry leaders who will facilitate an informal discussion. Many topics will be covered, so don’t miss this opportunity to learn and share industry insights and best practices.
EXHIBITORS RECEPTION
TUESDAY, APRIL 28 (5:00 PM – 6:30 PM)

The NPF showcases the largest exhibit hall in the mailing and shipping industry with 100+ top products and services on exhibit – offering solutions and resources for everyone. In addition, the NPF Exhibitors host an evening reception for all to attend. This is your opportunity to meet, greet and network with innovative service and product specialists in a relaxed environment.

PARTNERSHIP RECOGNITION LUNCHEON
WEDNESDAY, APRIL 29 (12:00 PM – 2:00 PM)

NPF attendees with Full-Registration privileges are invited to attend a special seated luncheon. The closing luncheon at the NPF represents the best of the best. We will conclude the event with special guest speaker Doug Lipp, a former Disney Executive and Expert on Customer Service and Teamwork. He’ll share insights and actionable ideas on how NPF attendees can build an even better business based on leadership, teamwork and innovation.

CELEBRATE THE JOURNEY AT THE NPF CLOSING EVENT
WEDNESDAY, APRIL 29 (7:00 PM – 10:00 PM)

Join us as we celebrate the 2020 NPF Journey. This is another extraordinary opportunity to network and revel with your fellow NPF attendees. Share stories of innovation, newfound solutions and discoveries while enjoying great food and spirits on the beautiful Orlando World Center Marriott property. A must attend event and wonderful close to an exciting week of education, collaboration and delivery.
In one super-spacious hall is a breadth of products and expertise that will astound. Discover 100+ top companies who serve the mailing and shipping industry, all showcasing their state-of-the-art products and services ranging from automation support to web print and more. Plan an excursion to get the lay of the land – then zero in on the ones who can offer the exact solutions you’ve been searching for.

**USPS SALES BOOTH**

Whether you are looking to enhance your marketing and advertising platforms or generate consumer impressions and interactions, stop by the USPS Sales Booth. At the exhibit you will have the opportunity to learn more and experience the latest developments around the customer mail journey. USPS is leveraging technology and infrastructure to meet your needs. We invite all attendees to see the latest in USPS innovations and technology and take part in our interactive engagement stations. There is an Informed Delivery station – which allows you to create your own Informed Delivery content rich campaign. In addition, mailers will have the opportunity to interact in one-on-one discussions with postal leaders and business solution experts.
USPS CONSULTATION CENTER

Don’t miss the USPS Consultation Center, staffed with top postal experts to advise you on taking full advantage of USPS innovations and technology. The consultation center gives you access to specialists on programs like Seamless Acceptance, Informed Delivery and Informed Visibility, eInduction, Move Update, Payment Modernization, USPS Return Solutions and more! Make an appointment to meet with postal representatives who will offer insights on mailing, shipping and marketing with USPS. Bring a sample mailpiece and our Mailpiece Design Analysts will review and provide hands-on technical assistance to ensure that your mailpieces meet discount eligibility requirements. Maximize your ROI and make an appointment or just stop by and meet with a postal advisor in the area(s) of your choice.

THE NPF LEARNING LAB

Participate in a unique level of stimulating mini-workshops at the NPF Learning Lab within the confines of the Exhibit Hall. Feature presentations are scheduled throughout Exhibit Hall hours and include a variety of mailing and shipping related topics. Find the solutions you seek, plus have the opportunity for one-on-one time with industry presenters and postal experts!

MIRP: MAILING INDUSTRY RESOURCE PAVILION

Boost your career or business by making the right connections. The Mailing Industry Resource Pavilion is where you will meet the Industry associations and nonprofit leaders to learn and exchange best practices that are enhancing today’s business strategies. Engage in meaningful dialog, create new partnerships and increase your opportunities for success!

EXHIBITORS RECEPTION

Don’t forget, NPF Exhibitors are hosting an evening reception for all to attend. Take this opportunity to meet and greet top company representatives in a relaxing environment, plus enjoy appetizers and refreshing beverages!
USPS OFFICIAL CERTIFICATION:
THAT’S THE TICKET...TO CAREER SUCCESS!

USPS ENHANCED CERTIFICATION PROGRAMS

A special partnership with the USPS National Center for Employee Development (NCED) brings credentialed mailing and shipping, and management courses to NPF. For 2020, new educational curriculum was developed with feedback from postal and industry leaders incorporating changes to the industry. The enhanced certification courses offer more opportunities for interactive and real-life work experiences for a limited number of attendees from a distinguished training NCED faculty.

Due to the NPF partnership, the benefits of receiving this education at the Forum are many:

- Participants receive this educational certification at a discounted rate
- The coursework is offered in such a way that participants can attend classes and NPF networking events
- Learning takes place in a dynamic environment with mailers from all segments of the supply chain

All enrollees who graduate from this multi-day coursework will receive an official certificate degree from USPS, citing their successfully passing of the related coursework’s examination. Verified completion of the Certified Direct Mail Professional (CDMP) and Executive Mail Center Manager (EMCM) offers lifetime certification while completion of the Mail Design Professional (MDP) provides two year certification.

Limited space is available for each course, and pre-registration is required to reserve your spot. These courses are the best way to target specific education needs to those who are new in the industry or who need to receive a comprehensive update to changes in mailing requirements for both mail owners and providers.

PRE-REGISTRATION IS REQUIRED, SO HURRY, LIMITED SPACE IS AVAILABLE.
CERTIFIED DIRECT MAIL PROFESSIONAL (CDMP)

Today’s mailing professionals need to understand the differences of media markets – at large – and specifically the benefits and central role that mail plays in driving results. Mail has found a new role by incorporating new digital technologies into its products, and has data to support its strength in omni-channel marketing. This course will give you specifics to talk to clients about how to build campaigns using mail, and how to maximize your media dollars. Additional course fee of $160 required.

Successful participants will be able to identify and utilize various tools in several key operational areas:

• Omni-Channel Marketing
• Database Management
• List Management
• Mailpiece Design
• Response Rates
• Technology
• Testing your Campaign
• Media Attribution/Environment

MAILPIECE DESIGN PROFESSIONAL (MDP)

It’s no secret that different types of mailing designs yield different results. This course is centered on helping the attendee understand basic direct marketing fundamentals and guiding them through USPS regulations affecting letter mail that qualifies for automated discounted rates. An additional fee of $95 is required.

• Classes of Mail
• Processing Categories
• Barcode Formats
• Designing Automation Mail
• Machineable/Non Machineable Criteria
• Address Information Products
• Postage Payment Methods

EXECUTIVE MAIL CENTER MANAGER (EMCM)

The EMCM program is particularly well-suited to professionals beginning their managerial careers in the mailing industry. The course incorporates basic leadership principles with specific learning modules tailored to mailers. It gives participants insight to questions that clients need to know about mail as they make their business decisions, and it gives attendees insights into ways to build teams, understand core marketing values and ways to organize mail space efficiently to gain maximum value.

An additional fee of $180 is required for this certification.

• Management Essentials
• Emotional Intelligence / Communication
• Sales and Marketing
• Tools and Resources
• Technology
• Safety and Security
• Operations / Finances

UNITED STATES POSTAL SERVICE®
ANYONE CAN BUILD A LOCKER: THE REALITIES, APPLICATIONS AND BENEFITS OF SMART LOCKERS

Smart Lockers have revolutionized the package and mail delivery paradigms. They truly are at the leading edge of the eCommerce explosion that is growing at over 17% annually which is amazing. More amazing is that it is projected to continue or exceed this growth rate for the foreseeable future! This session will show how Smart Lockers change the traditional mail and package delivery paradigms. It is not about the hardware anymore! Mobile workforces, “hoteling”, demand for 24-hour service and availability and other changes that are driving businesses away from the traditional mail/package delivery at the cubicle models. In this session, the presenters will share real life examples and experiences of how to optimize this change.

DON’T BE STUCK AT THE BACK OF THE LINE: A NEW GLOBAL EMPHASIS ON CROSS BORDER SECURITY THROUGH ADVANCE ELECTRONIC DATA (AED) IS CHANGING THE FACE OF GLOBAL FULFILLMENT

This session will feature current U.S. Customs officials and cross-border shipping experts from the public and private sectors. Discover what the industry is doing today to meet the Advanced Electronic Data (AED) requirements and how to stay on top of the latest technologies that are adding speed of transit to global shipping. Anyone who depends upon product entering or leaving the U.S. will want to attend this valuable workshop.

DRONES, AUTONOMOUS DELIVERY VEHICLES, ROBOTIC DELIVERY, ALTERNATIVE DROP-OFF AND PICK-UP… SEPARATING FACT FROM PROMISE

Technology is rapidly changing in the world of shipping, and notably in eCommerce fulfillment. Not long-ago Amazon was featured on 60 Minutes introducing us to the possibility of drone delivery. Many called it hype. USPS is currently testing autonomous vehicles. Robots are currently making deliveries. Alternative pick-up and drop-off partnerships appear almost daily. So, what’s real, what’s fiction, what’s the promise for tomorrow? Come hear the discussion on how technology is being applied to make the parcel experience more accessible, lower costs and improve service.

EVOLUTION OF AN INDUSTRY: BEST PRACTICES FOR DIRECT TO CUSTOMER BUSINESSES AND THEIR SHIPPING NEEDS

Shipping and fulfillment are hard. Learn from real entrepreneurs with high growth Direct to Customer (DTC) businesses and how they manage today and more importantly, what they need from the market to operate more efficiently. Take a deep dive into DTC business case studies and their needs from start to scale with a special focus on how to make fulfillment seamless and transparent. Shipping and fulfillment get more complex due to rapid growth, multiple sales channels and delivery promises. Learn about the strategies that DTC businesses use to make an impact and grow rapidly, and explore new opportunities to meet customer expectations. The DTC has instigated a dramatic shift in the evolution of commerce, join us to review what has to be true to win in shipping and fulfillment for DTC brands.

HEADWIND OR TAILWIND? HOW THE FAST PACE OF CHANGE IN GLOBAL TRADE, TECHNOLOGY AND TREATIES CAN BENEFIT OR BUST YOUR CROSS BORDER eCommerce STRATEGY

Cross-border eCommerce presents a huge opportunity for volume and revenue growth. Learn about new approaches to pre-clearance that reduce the amount of transit time consumed by the clearance process. Also, learn tips to deal with the uncertainty associated with cross-border delivery, by carefully assessing the character of the merchandise being shipped – before the shipment leaves the warehouse. If reducing cost and improving the speed and reliability of transit times for your cross-border packages is of interest to your company, you don’t want to miss this panel. Your eyes will be opened to new and unexpected insights.
IMPROVEMENTS TO RETURNS BY USPS
Attend this workshop and learn the latest about USPS Returns. This session will feature automated data capture, assessment and billing, and weight requirements on shipping labels. Don't miss this opportunity to learn the latest information on new development efforts for USPS Returns and the value-added enhancements that support Returns.

INNOVATIVE INTERNATIONAL DISTRIBUTION STRATEGIES TO CONTROL COSTS & GENERATE GROWTH
In this session, 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 USPS' international supply chain solutions as well as explore alternatives with the USPS' 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.

LATEST AND GREATEST IMPROVEMENTS IN THE USPS PACKAGE DELIVERY NETWORK
This session will discuss the Package Platform and the future of the Electronic Verification System (eVS). Learn how eVS will be retired and existing shippers will be migrated to the Package Platform program. Shippers will have the ability to enroll in the Package Platform and postage will be paid through an Enterprise Payment Account. Also, learn how Informed Delivery will now leverage marketers and give you the opportunity to attach a digital add-on message to select mailpieces and packages to better serve your customers. This session will offer a high-level summary of these key technology advances by the USPS professionals who manage them.

LATEST TRENDS IN ON-DEMAND DELIVERY
Hear from startups working with new technologies like drones, self-driving delivery vans, neighborhood parcel lockers and neighborhood parcel pick-up points. This session will talk about impacts that these trends are having on last mile delivery.

LEVERAGING TECHNOLOGY FOR A NEW STREAMLINED PACKAGE EXPERIENCE
The Package Platform is the future of package shipping with USPS. The Package Platform is a comprehensive technical infrastructure of postal products and services designed to meet all of your package shipping needs. In this session, USPS will take a detailed look into innovative technologies behind the all new Package Platform.

LEVERAGING USPS SHIPPING TECHNOLOGY IN THE PRE-PURCHASE AND POST-PURCHASE EXPERIENCE
Shipping is no longer confined to just fulfillment. Instead, it is an integral part of your customer's pre-purchase decision making and post-purchase satisfaction. In this information-driven economy, USPS data and technology can help in both the acquisition and retention of customers. This business-oriented session will provide an overview of the tools and technology that USPS offers to help enhance your customer experience and differentiate your brand in a crowded eCommerce environment including Web Tools, Label Broker, pricing, time-in-transit, tracking and returns.

MAIL AND PACKAGES IN AN ERA OF CROSS-BORDER eCOMMERCE
The eCommerce market is growing in both domestic and cross-border markets. While the cross-border postal ecosystem was designed decades ago to facilitate mail among countries, the future will involve an increasing volume of parcels. For all participants, there are multiple implications in terms of services/offerings, processes, technology, and customer management. This session will focus on several key implications: - Rise of the Recipients; heightened importance of managing the entire parcel journey - Differentiating via Delivery; implications of a world with fewer "stores" and limited opportunities to connect with customers - Better Service via Self-Service; customer experience-oriented DIY solutions - All About the Information; transformation from focus on moving physical items to also managing the information, including predicting future events - Changing Roles of Employees; assisting customers in more complex transactions and technology-enhanced processes.

ONBOARDING EFFORTS BY USPS
 Attend this workshop to learn about the process for onboarding customers for Operational and Technical Integration of: Origin Entry (Destinating Entry, Destination Network Distribution Center, Destination Service Center Facility, Destination Delivery Unit), Ship From Store, Returns, and Package Pickup.

THE CHANGING LANDSCAPE OF ORDER FULFILLMENT
Large retailers and third-party logistics providers (3PLs) are moving their warehouses closer to their customers. USPS is responding to this changing landscape. We'll talk about products that support the new shipping ecosystem and products that help save on postage when shipping across the country.
THE EVER-CHANGING LANDSCAPE OF eCOMMERCE
The rise of eCommerce is the greatest agent of change in our industry. As more consumers adopt online shopping, the battle to offer the best customer experience has escalated. Faster and more flexible delivery options are on the rise while pressure to deliver in shorter timeframes challenges shippers to rethink their strategy. See how consumer attitudes toward shopping online are changing and how retailers and carriers alike are adapting their approach to provide the most value at the lowest cost.

THE RETURNS PROCESS: ENHANCING THE CUSTOMER EXPERIENCE
Returns are a critical component to a company’s business model. More than ever, customers’ expectations for a quick and easy returns process has reached an all-time high. This workshop provides an overview of how making the returns process quick, easy and convenient could lead to greater sales and an increased level of customer loyalty. In this highly competitive eCommerce marketplace, returns should be at the forefront of every company. Enhancing the customer experience begins long before the initial transaction. We share how USPS offers a returns option for companies of all sizes and provides timely and efficient processing to help enhance the customer experience.

THE STATE OF RETURNS
Returns play an all-important role in retail and eCommerce. They affect profits, stock counts, customer loyalty and much more. Returns can be a complex challenge for many businesses—they’re also an opportunity for growth. With a clear, efficient return policy and process, companies can meet consumer needs, prevent abandoned shopping carts, and ultimately help their bottom line. A company’s intent on managing and growing their business must understand the returns landscape to ultimately lower their return rates and improve operations. In this breakout session you will learn what consumers want from returns, the best practices an eCommerce retailer can implement, and how leveraging data can optimize the process as a whole.

COMING TO NPF 2020
A new offering — workshop classes offered in Spanish, including ones on shipping. Nos vemos pronto.
ACTIVATING DATA ACROSS EVERY ADVERTISING TOUCHPOINT
Major businesses have been collecting valuable customer data for a number of years now. But many are still not managing to break down the silos between data sets, therefore, missing out on a holistic view of their consumers and the ability to activate this data on media investments in real-time. The impact of failure to activate advertising data can be catastrophic. It’s most felt by the consumer – when their experience with your brand is not personalized, relevant or compelling. For the advertiser, this translates to a waste of data insights and media investments, but more importantly, missing out on generating potential revenue. This session will breakdown Informed Visibility and how it pieces together a unified identity for each mailing and attributes every touchpoint associated with it back to the individual. The audience will gain insight into how they can utilize Informed Visibility and make the most efficient marketing investment decisions to generate and maximize ROI.

ARE WE THERE YET? INNOVATING VISIBILITY FOR MAIL TRANSPORTATION
More and more, customers want to know the location of their mail—including the moment the transportation arrives at a USPS facility. Visibility of mailer transported mail is leveraged through the Mailer Transportation Visibility (MTV) application. Visibility of USPS Highway Contractor Route (HCR) transported mail is leveraged through the Mail Visibility Applications (MVA) Trailer Visibility (TV) mobile application. Both applications leverage geo breadcrumbs to provide real-time status of inbound trips and confirm the departure and arrival events. This delivers the ability to plan dock staffing more accurately, reduce driver wait time with assigned dock door assignments and appointment express lanes, and enhance Start-The-Clock rules based on arrival. Attend this session to learn how these innovations can benefit your mailings.

ENHANCING THE MAIL MOMENT
Step into a world where the physical meets the digital realm of countless possibilities. Where the Informed Visibility Mail Tracking & Reporting (IV-MTR) and Informed Delivery provide omnichannel marketing opportunities to engage with customers in near-real-time, creating event-driven transformative “moments,” where the digital experience and the physical world are connected in powerful new ways. Learn how this dynamic duo joins forces to enhance the “mail moment” and take your mail campaigns to the next level. See how USPS leverages Logical Delivery Events and the digital reflection of the actual mailpiece to create new email, text, and social media options in an omnichannel moment to increase the value of the mail moment, improve customer service and optimize ROI!

INFORMED VISIBILITY—WHAT’S NEW AND BEST TECHNIQUES TO GROW MAIL
At NPF 2019, we discussed the history, usage and future of Informed Visibility (IV). At NPF 2020, we are going much deeper. You will hear about the current status of IV and what is coming in future releases. We will then go through some usage examples to help you understand how to harness the power of IV to manage your mailings and to grow mail. This is critical in a world where you need to mail smarter and deal with increasing regulation. It also supports omnichannel and Informed Delivery.

INFORMED VISIBILITY, REAL DATA FOR REAL COMPLIANCE
For many First-Class mailers, the costs and challenges of dealing with compliance requirements are significant. This is especially true in highly regulated industries like healthcare, finance and insurance. There are many touchpoints in the supply chain; from vendor scans to USPS Informed Visibility. Learn how mailers can benefit from these scan events to meet regulatory requirements, provide accurate accountability at the recipient level and reduce the overall cost of compliance. Leverage the tools to tackle the demanding job of meeting compliance demands for your mail.

INTELLIGENT ANALYTICS AT THE SPEED OF YOUR NEED
Calling all innovators! Get access to powerful data analytics tools that equip power-users to take their business to the next level. Get near real-time visibility of your mail from the time it is accepted, across the mail stream, to the moment it is delivered—on virtually any device, anywhere you have an internet connection. The application programming interface (API) for the Informed Visibility Mail Tracking & Reporting (IV-MTR) application enables the mailing industry to receive IV-MTR data and perform administrative functions through a lightweight data exchange. In this educational session, learn how mailers can use the API to integrate custom mobile and web-based applications with near real-time IV-MTR data—providing mission-critical business intelligence at the speed of your need!
REAL-TIME VISIBILITY FOR REAL-WORLD DECISIONS
The future is now. Informed Visibility Mail Tracking & Reporting (IV-MTR) connects mailers with their tracking data in near real-time, delivered to virtually any device, any location. This means you can get unprecedented visibility across the mail supply chain, from acceptance to delivery, wherever you are. In this session, learn how to sign up for IV, optimize your business intelligence with logic-driven handling events and flexible data provisioning, and improve how you manage and delegate your data. Explore the next-gen analytics of IV today and envision the innovative opportunities for tomorrow. Empower your business—at every touchpoint—with IV!

RESPONDING TO NATURAL DISASTERS AND OTHER MAIL DISRUPTIONS USING INFORMED VISIBILITY DATA
One of the biggest challenges for mailers and Mail Service Providers (MSPs) is knowing how to respond to service disruptions caused by weather events or other unforeseen circumstances. As severe weather events become more frequent, how can you leverage Informed Visibility Mail Tracking & Reporting (IV-MTR) data and other resources? IV-MTR provides a wealth of data on mail processing and delivery that can be used to better understand which processing facilities are open, where mail is being delivered, and where mail is delayed or not occurring at all. This data helps MSPs decide whether to suppress mail production, hold already created mail, or mail as usual into areas experiencing mail disruptions. In addition, we’ll share insights about how best to integrate USPS Service Alerts and intelligence from logistics suppliers when planning your response to mail disruptions to ensure you provide accurate information to your customers and optimize entry of mail to ensure prompt, efficient delivery.

THREE WAYS THE LIFECYCLE OF A MAILPIECE CAN IMPACT YOUR CUSTOMER JOURNEY
As a mailer, you already understand that Informed Visibility (IV) allows you to follow your mail through the postal stream, but do you find yourself asking, “Do I understand this data?” or “Am I using this data correctly?” During this session we’ll take a ride with a few mailpieces through the scan process to analyze the data received on their journeys. We will examine scan events for pallets, trays and individual pieces to tell the stories. We’ll explore scenarios and the affect these scans have on the success or failure of a mailing. Once you know and understand the delivery story, you can properly use this data to assess the overall response and success of your campaign; allowing you to better prepare for the next mailing. Join us as we learn about IV data to better understand your mailings and get the results you desire.
LEADERSHIP AND PROFESSIONAL DEVELOPMENT

DEVELOPING YOUR PROFESSIONAL PERSONA
You only get one chance to make a first impression. Learn tips and tricks for managing and presenting yourself with a professional persona. Standing room only in this session at the 2019 NPF, so don’t miss hearing from leading Industry mailing professionals on how to stand out and differentiate yourself from the competition!

EAGLE EYE: ZOOMING OUT TO EXPLORE POSTAL INDUSTRY TRENDS
In an era of rapid change and disruption, it is imperative USPS is both aware of and best positioned to respond to emerging trends in the broader market. We have identified 15 macro trends and 18 underlying technology and societal drivers. The goal is to monitor the trends’ movement over time in a dynamic platform - to have an Eagle Eye on the future - to enable better decision making for leaders. In this session, we will explore the trends and drivers that will impact your company.

EMPLOYEE MOTIVATION TOOLS
Employee Motivation Tools is an interactive workshop with innovative ideas to motivate your employees to do the best within their assigned role. The workshop will include hands-on experiments and audience participation. You will learn how to start motivation planning and how to track motivation results. This workshop guarantees to improve employee morale for all types of employees.

HOW TO BETTER YOURSELF FOR PROMOTIONAL OPPORTUNITIES WITHIN THE MAILING INDUSTRY
This workshop will discuss pathways to improve yourself as a manager but more importantly, through open discussion, you will learn how to prepare for future promotional opportunities within your organization and within the mailing industry. Education, mail certification, and personal improvement will be discussed. The goal is to prepare you for the next step in your career. This session is a must for all levels of managers within the mailing industry.

HOW TO NAVIGATE THE DAILY CHALLENGES FACING MAIL CENTER MANAGERS TODAY
Managers of mail centers know that in order to have a successful operation, they must be able to handle multiple projects at any given time. Mail processing, postage, financial accountability, and managing people are only a few issues a mail center manager can encounter throughout their workday. How do you make it all come together? Through open discussion and examples of industry best practices, attendees will gain insights on how to prepare for the challenges of managing a mail center, how to overcome them, and more importantly, how to deal with stress and stay positive when facing those daily challenges!

KEYS TO BUILDING BETTER RELATIONSHIPS!
President Teddy Roosevelt said, “The most important ingredient in the formula of success is knowing how to get along with people.” Almost all would agree that building better relationships will lead to greater success and happiness in our lives – and the lives of people around us. In this presentation we will cover twelve important keys to help build better relationships, based on research and expert perspectives. We will also look at important principles to connect with people, build trustworthiness, communicate effectively and develop greater credibility.

LEADERSHIP BEST PRACTICES AND HOW TO APPLY THEM TO YOUR JOB
The mailing industry represents a diverse cross-section of the population, including business owners, managers, salespeople and production employees. Bringing everyone together to create a cohesive team requires some “outside the envelope” thinking about leadership. Join us for a discussion of proven leadership methods that will make your operation a success!

LEADING WITH EMOTIONAL INTELLIGENCE
What makes a great leader? Of course, we all have traits we look for in a good leader, but do you realize how many of those traits are qualities associated with Emotional Intelligence? This learned ability to identify and monitor the emotions of oneself and that of others, as well as to help manage relationships is a fascinating subject that has been studied and documented by many professionals throughout the years. Join this session for a review of this popular theory as we dive into each of the core competencies and discover how and why managing one’s emotions can help in career advancement, better understanding, and ultimately attaining your goals. Let’s make our emotions work for us!
OPEN MIC: COACHING UP
The term “coaching up” traditionally refers to communication with a supervisor or person above you in the organizational chart. “Coaching up” strategies can be effective for all levels. Have you ever had a conversation with a boss, project manager or leader that did not go well? Is one of your teammates dropping the ball? When difficult situations happen – or, better yet, when you anticipate them – let them know in a polite and helpful manner. They will appreciate your initiative. Often times our instincts tell us to fight and go on the defensive which may result in the blame game. We’ll share how to effectively interact with leaders throughout your organization. We will walk you through real-life scenarios where coaching up was used effectively. Try these techniques out in groups and be prepared to share your real-life experiences with us!

RENEW YOUR PCC PASSION
Passion, that’s a pretty big word and if you want your PCC to thrive you need a lot of it. What does it take to find it or find it again? Do you go to bored meetings or do you have board meetings? How about fun? Fun is a good thing! They say you can’t reinvent the wheel, but you can reinvent yourself and your PCC. It takes some time, energy and planning but it can be accomplished. At this session we will discuss techniques to find yourself and your mission and make them fresh again. Pain points? We all have them but how do you get past them? So, let’s step outside of the envelope together and develop new strategies and engaging opportunities to bring the passion back and share it with your board, members and prospects.

REVOLUTIONIZING CUSTOMER EXPERIENCE (CX) THROUGH EMPLOYEE EXPERIENCE (EX)
When the employee struggles, so does the customer. Industry data has shown us time and again that improving EX is critical to driving improvements in CX. Come learn how USPS is making improved EX a top priority and using leading practices in human-centered design to begin transforming the experience of frontline employees.

SECURITY: IT’S EVERYONE’S RESPONSIBILITY
The U.S. Postal Inspection Service is the security and law enforcement arm of USPS. In this role, we engage in prevention messaging on a wide range of topics that can help your company. Do your employees feel unsafe or uncertain as to what to do if they encounter a dangerous situation in the workplace, from a suspicious item or act of workplace violence. Does your company have a response plan in place to deal with these types of security issues? During this workshop, we will discuss the need for a response plan and how to develop one. In addition, we will also discuss how to deal with an active shooter situation. Postal Inspectors are available to provide your business with a security review and discuss any potential issues they believe may be a risk.

THE CURRENT STATE OF POSTAL AFFAIRS
USPS has a Board of Governors quorum for the first time in several years as the Postal Regulatory Commission enters the next phase of the ten-year regulatory review. With the possibility of postal legislation looming, 2020 could be a year of profound change in the postal industry. Join industry leaders in an overview of the market, regulatory and other external forces that will shape the future of our industry.

TRAIN THE TRAINER—LESSONS LEARNED AT DISNEY
This session will focus on modern learning and employee training. We will discuss training inspired by the Disney Way. This 4-step training technique is simple and can be implemented in your company regardless of size or task. As an added bonus we will showcase how gamification can enhance learning.

WHAT HAPPENED TO OUR MIDAS TOUCH—WHEN IT COMES TO CUSTOMER SERVICE?
What happened to the Midas Touch When it Comes to Customer Service? Has your operations lost its focus on customer service? This session is for you! Losing touch with our customers brings on a host of issues and problems that can be avoided when you focus on service levels and keeping everyone informed. This session will show you how to elevate customer service back into your operations despite downsizing, lay-off, and more!
MAIL OPERATIONS: FULFILLING THE NEEDS OF YOUR CUSTOMERS

ADDRESS QUALITY CYCLE O FOR BUSINESSES—SOME CHALLENGES, MANY OPPORTUNITIES
Can you believe it has been a decade since the last Address Quality cycle? Well, Cycle O is coming, and mailers need to start planning now – as it includes some significant changes that will promote better address quality and provide mailers with more information to make intelligent mailing decisions. In this session we will focus on the most significant changes and discuss the impacts and opportunities.

BENCHMARKING YOUR COLLEGE AND UNIVERSITY MAIL DELIVERY OPERATION
This session will apply benchmarking to your college and university mail delivery operation. We will cover benchmarking basics, key performance indicators, new uses of technology in data collection, establishment of a metrics database, and future benchmarking data collection efforts in the college and university mail market.

BEST PRACTICES FROM PCC LEadersHIP AWARD WINNERS
If you want to learn about the winning formula to increase your chances of becoming a 2021 PCC Leadership Award Winner, attending this interactive session will help you get a jump start on the competition. You will hear firsthand from multiple-year award winners who will share their best practices. Some of the key discussion points will include: understanding the sections on the nomination form; how the narrative for each section should be written; and including quantitative information in your write-up. All attendees will be given an opportunity to share their best practices for submitting award winning nominations. Would you like to see some examples of award-winning nominations? You will. Please join us at this interactive workshop for takeaways your PCC can put to immediate use!

BOOT CAMP FOR MAIL CENTER MANAGERS PART 1
In today’s mail center environment, managers face daunting challenges – multiple areas of responsibility, disruptive technologies, and changes in USPS operations and regulations. The talents and skills that got you to where you are today may not be enough to bring you to the next level. Attend this two-part workshop and hear from leading speakers in the industry. In Part One, learn how to effectively navigate the USPS organization and regulations, and mail center management.

BOOT CAMP FOR MAIL CENTER MANAGERS PART 2
Attend this two part workshop as we elaborate on Part One. In Part Two, you’ll learn mail center management trends and technology, as well as additional focus on Management 101 and professional development.

CREATING A SUBSTANTIAL PARTNERSHIP BETWEEN GOVERNMENT MAIL CENTER AND USPS
We will be exploring the universe of First-Class Mail as a foundation of change and innovation. Learn how to develop an address quality program using USPS tools to increase your ROI. Learn how to manage all mailings before going to print, outside-the-box thinking to develop marketing ideas, how Informed Delivery can open up new mailing opportunities, mail retention, and understand why First-Class Mail is the foundation for growth for all government mailers.

DELIVERING THE WIN POLITICAL MAIL WORKSHOP
This workshop will help you understand why political mail is pertinent to deliver messages to constituents. There are valuable statistics that prove mail is the most credible way to deliver a compelling message in political mail campaigns.

DELIVERY PARTNER PROGRAM: EXTENDING TRACKING BEYOND USPS
What is the USPS Delivery Partner Program? How does it affect your customers? Who can participate? How does it impact YOU? Come learn about the procedures surrounding the Delivery Partner Program and how you can help your customers provide better visibility to their packages and trackable items.

EFFECTIVE DELIVERY + DIGITAL MAILROOM = EFFICIENT DISTRIBUTION
Fact: USPS delivers your mail effectively. Fact: The best organizations capture and distribute their vital content efficiently, the moment it enters the mailroom. You, too, can achieve a high level of efficiency in the distribution of your mail’s content within your organization. But how? Manual envelope sorting, multiple handoffs, and time-consuming courier routes delay critical information entering your workflow. And sometimes mailpieces go missing altogether. Digital Transformation starts in the mailroom. In this workshop, learn how adopting a digitally transformative view of the mailroom can - provide instant, secure delivery of mail contents, drive process improvement, accelerate turnaround time and make all of your data trackable and auditable. This will increase the overall productivity of your organization.
EVERYTHING YOU NEED TO KNOW ABOUT CONTENT, CLASS AND PROCESSING CATEGORIES
This workshop will provide an overview and clarification of the mailing standards that apply to mail classes and subclasses that affect prices.

FIRST-CLASS MAIL VS MARKETING MAIL: ENHANCED VISION OF THE BENEFITS AND UNIQUE PROCESSES OF BOTH
In the world of changing technology, regulations and information, it is important to understand the difference between First-Class Mail and Marketing Mail. From maintaining your databases and handling Undeliverable as Addressed (UAA) mail, to the handling of letter mail within the USPS system and everything in between, knowing the difference between the two mail classes can greatly affect your company’s bottom line. Listen to a panel of two industry experts, one from First-Class Mail and the other from Marketing Mail, as they provide details that will change how you use mail today to meet your customers’ expectations.

HOT TOPICS FOR MAIL OWNERS
Hot Topics for mail owners is a panel discussion of the most important issues facing mail owners today. The panel engages the audience in conversation, harnessing the collective knowledge in the room with an interactive session. Topics include security and privacy, Seamless Acceptance, Legislation and PRC issues, Promotions, Informed Delivery, Secure Destruction, getting involved with Industry Associations, and audience generated topics.

JUST THE FACTS! DISSECTING MAIL DATA USING THE MAIL OWNER SCORECARD
In this session we will guide you through account creation, linking business locations and finding and understanding the USPS Mailer Scorecard. Attendees will learn what the “160 lines” of scorecard data mean and how to evaluate performance of their internal operations and vendors. The session will deliver much needed explanations of what the scorecard is communicating to them and where to look for resolution. Knowing how the errors are associated with the mailing process and who is responsible is always important and often not clearly defined. Finally, we will look at how to improve the efficiency of mailings and make experience-based recommendations that will be impactful and effective. We will use actual case studies as the framework to walk attendees through the data analytics.

LOGISTICALLY SPEAKING: RECRUITING, RETAINING, AND RESKILLING THE OPERATIONS WORKFORCE
No longer equated to heavy, manual work, today’s logistics industry is highly automated and reliant on technology. While this creates great opportunity for gains in efficiency, service, and revenue, it presents a challenge for an increasingly tight job market for skilled labor. This presentation will show you how diversifying employee training, hiring, and retention can better meet customer needs through skilled employees. This presentation will include an in-depth look at market, labor, and cultural disruptors such as globalization, baby boomer attrition, and diversity & inclusion and the impact these changes have on the workforce, employees, and customers. We will cover trends and “the Future of Work” for logistics, supply chain, and the mailing industry, including alternative hiring practices, augmenting jobs with automation and Artificial Intelligence, learning through job academies and apprenticeship, and creating an employee experience to confront disruptors.

MAIL QUALITY: IT TAKES AN INTEGRATED SUPPLY CHAIN
Technological advancements are driving increased complexity in the postal supply chain. Mailers and service providers who want to optimize their postage spend need to make the best use of available tools and know how to work with vendors and USPS to get the most from their postal budgets. Our panel of industry leaders will share insights into how to develop and maintain a fully integrated mail supply chain.

MAILING & SHIPPING SOLUTIONS CENTER PROVIDING A CUSTOMER CENTRIC EXPERIENCE
The Mailing and Shipping Solutions Center streamlines the customer experience through a centralized contact number for mailing and shipping solutions, requirements, and preparation questions. This will provide standardized responses and increase overall customer satisfaction.
MAXIMIZING YOUR MAIL EXPERIENCE THROUGH COMMINGLE
Discover the many benefits—for your company and USPS—of using commingle to maximize your mail experience. Even if you plan to presort your own mail, using commingle for your residual can bring postage savings and service improvements for your mail. Learn how commingled mail achieves the lowest postage rates, improved delivery service from USPS, helps reduce the USPS’ costs and improve its profitability. Today’s commingled mail environment is not one-size-fits-all, there are options and programs designed to suit all types of mail and mailers. Attend this session to find out how your company can improve its mailing experience with commingle.

NONPROFIT CONCEPT AND DESIGN: SUCCESS WITHOUT THE WHINE
Review examples of nonprofit concept and design with selected solutions for a compliant mail piece. Explore the tried and true nonprofit marketing methods and allow us to introduce what is hot and new in USPS marketing innovations.

POSTAL CUSTOMER COUNCIL (PCC) LATEST BUZZ
Not a member of a PCC, no worries! Come find out how your company can benefit by becoming a member. During this session you will have an opportunity to network and interact with Postal Customer Council Advisory Committee (PCCAC) leadership and fellow PCC members. Learn about what’s going on throughout the PCC community, cutting edge tips and best practices on how to increase your PCC membership and run a successful PCC, the value of PCC membership and much more.

POSTAL CHANGES DRIVING POST-PRESORT OPPORTUNITIES
Post-presort tools serve an important role for many in the mailing industry. This technology provides a greater level of operational flexibility and efficiency along with providing critical Quality Assurance validations to prevent Mailer Scorecard issues. In this session, we will discuss the benefits the latest post-presort technology can provide. We will also review recent postal changes and how these tools can help you meet the continually growing needs of your business and your customers, while ensuring compliance with USPS changes. We will also look to the future and discuss some of the emerging challenges within the mailing industry and how expanding post-presort capabilities combined with rich mailing data can create a new level of visibility for running your business.

SEAMLESS ACCEPTANCE—THE NEW CUSTOMER EXPERIENCE
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 this program can help move your mail from production to processing through the elimination of manual steps in the acceptance process.
SEAMLESS ACCEPTANCE: DISCOVER IMPROVED VISIBILITY TO THE DATA VERIFICATIONS PERFORMED ON YOUR MAIL
Now is the time to determine your next steps to make the move to Seamless Acceptance. Educate yourself on the benefits and the improved resources available through Informed Visibility using Mail Quality Data. Join us as we share our journey through Seamless Acceptance parallel testing, and lessons learned. This workshop will outline the benefits of Seamless Acceptance to both the mailer and USPS. Also, we’ll layout the requirements to participate in parallel testing and provide insight into the verification process and the tools available to you for reviewing the data behind these verifications. Finally, we’ll highlight the current thresholds and what you need to know as the eDoc submitter.

SIMPLE SOLUTIONS FOR TOP SEAMLESS ACCEPTANCE CHALLENGES
Seamless Acceptance does not need to be scary. This presentation will discuss some of the common causes for Full Service and Seamless Acceptance assessments and how mailers can avoid them through better Quality Assurance (QA), including scanning barcodes of printed mail pieces, tray tags and pallet placards and matching them back to the mail.dat files being used to pay postage. Scan based QA can identify incorrectly nested and undocumented mail at the earliest stages of production while there is time to do something about it and detecting when a presort has been performed twice and the wrong Mail.dat file has been used. There are many QA tools readily available to help you spot other accessible mistakes such as incorrect service type identifiers (STID), invalid or incorrect mail owner identifiers, labeling list compliance and duplicate barcodes.

SMART OPERATIONS: FACTORY OF THE FUTURE
An interactive session on how technology and digital solutions are transforming supply chain operations in the parcel and postal industry, allowing USPS and their ecosystem partners to continue their journey of imagining “Operations of the Future.” Driving flexibility, agility and hyperconnected operations enables entities with large scale operations to respond to their customer’s changing needs. During this session, we will cover the latest advancements in the industry and explore how integrating automation, software, and cutting-edge technologies in the marketplace are driving ‘smart’ transformation in operations both for factory, retail and office settings. NPF attendees will also have a chance to interact with products, like a life-sized rubber duck virtual factory built using Augmented Reality technology.

SUCCESSFULLY MANAGING IN-HOUSE OPERATIONS
This presentation will cover proven methods to successfully developing world-class in-house operations – whether it’s mail, printing, office services or any other function. Ten important keys to success will be covered: great management, maximizing your most important resource – people, working with business partners, measuring performance, justifying resources, marketing your services, commitment to quality, redundancy/back-up, continuous learning & improvement, and the 3 “Ps” approach to world-class operations. Proven and practical techniques from successful in-house operations will be shared. Come prepared to learn some new ideas that can help your operations be even more successful!

THE IMPACT OF THE UPU AGREEMENT ON U.S. MAILERS SENDING INTERNATIONAL “BULKY LETTERS AND SMALL PACKAGES”
The September 2019 Universal Postal Union (UPU) agreement made major changes to the way rates between countries are set for small packages and bulky letters from July 1, 2020 through 2025. We’ll discuss why and how postage will be affected and what mailers need to know, including the caps for the rates and for the year-to-year increases.

THE MAILER SCORECARD: YOUR GATEWAY TO MAIL QUALITY DATA AND ANALYTICS
The Mailer Scorecard is a tool which enables mailers to monitor their mail quality across several USPS programs, including Full-Service, eInduction, Move Update and Seamless Acceptance. This workshop demonstrates how to utilize the information available in the Mailer Scorecard, 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. Mail Preparer and Mail Owner visibility will be discussed.

TURNING UP THE VOLUME ON BILLS AND STATEMENTS—HOW TO GET THE MOST FOR YOUR MONEY
First-Class Mail can be the most personal communication method for you to use with your customers. Find out best practices that not only leverage your mail budgets but make bills and statements an effective customer engagement tool. USPS will review latest trends and research findings that help your company make the most of this mail.
USPS OFFICE OF SUSTAINABILITY: PUTTING OUR STAMP ON A GREENER TOMORROW
USPS considers it our responsibility to be good stewards of the environment, leaving a green footprint. This workshop will provide enlightening information on USPS BlueEarth initiatives for carbon accounting, recycling small electronics and secure destruction of Return to Sender First-Class Mail pieces. Additionally, attendees will hear USPS success stories on our National Recycling Operation and alternative energy initiatives.

USPS SPECIAL SERVICES: MAXIMIZE VALUE TO ENHANCE THE CUSTOMER EXPERIENCE
Attend this session to discover new ways to increase the value of your mail with Special Services. In this workshop, you will learn about the benefits of the new Intelligent Mail Barcode Accounting system with Qualified Business Reply Mail. We will also share effective strategies to enhance your customer experience with services like Certified Mail, Restricted Delivery, Electronic Return Receipt, and Certificates of Mailing. In addition, gain insight into how Premium Forwarding Service Commercial can play a vital role in ensuring the continuity of your operations after an emergency. These value-added services will not only increase your effectiveness but provide greater protection for you and your customers.

WEBSITE ABANDON PROGRAM
We are able to capture prospects whom abandon a website in real time. In other words, if someone visits your customer’s website and abandons before purchasing, we can capture their Internet Protocol address and match it back to their physical home address. Then, we can mail these website abandoners within 24 hours. Imagine your customer’s prospects receiving a relevant offer from their company 1-2 days after they abandon their website.

WHAT’S HOT IN ADDRESSING
This will be an interactive session where we discuss the current hot topics in addressing – what are they, what are the implications, what are the impacts to mailers and what actions should mailers be considering.

WHEN DIRTY DATA GETS YOU DOWN
Unless it is from your client (or IT department) who swears it is the best data you have ever seen; practically perfect in every way. Then what? Do you send it back or spend hours trying to fix it yourself? Take a tour of the inner city of addressing. From entry errors to questionable queries to droves of duplicates, be introduced to the bad records that ruin good data. Learn proactive ways to avoid creating these issues and best practices for dealing with the ones that make it through. Get ready for some fun as we get that dirty data clean!

Also being developed are Spanish language workshops. Nos vemos pronto.
PUSHING THE ENVELOPE: WHY MAIL WORKS

2020 MAILING PROMOTIONS AND NEW TECHNOLOGY PROVIDER DIRECTORY
Hear about the three promotions currently underway and three upcoming promotions that allow mailers to obtain an upfront postage discount on mail pieces that integrate technology or innovative print techniques. Actual mailer samples will be shared to ignite interest in different ways mailers can participate. Also highlighted will be the new directory created to help mailers who wish to participate in promotions find providers who can help them integrate some of the various technologies in their mail.

2020 POLITICAL MAIL WORKSHOP
This workshop will focus on lessons learned from the 2018 midterm elections. We will share key insights on how mail impacts voters decisions and we’ll look ahead to the 2020 election.

BEST PRACTICES IN DIRECT MAIL RETARGETING
You’ve seen the headlines – Direct Mail Retargeting can generate truly impressive results. Hear from our panel of marketers and providers currently using this technique and what it takes to achieve these response rates at your company. Topics we will cover include, how to decide who to retarget, how to determine physical addresses, and what creative works best.

BIG DATA DRIVEN DIRECT MAIL PERSONALIZATION
The digital-to-direct mail revolution has given marketers unprecedented opportunity to deliver personalized mail pieces to customers and prospects alike. This workshop will explore how big data and advanced analytics can be used to programatically build unique creative with messaging for the right person at the right time in a respectful manner.

BUILDING THE NEXT WAVE OF INTEGRATED MARKETING CAPABILITY: LESSONS FROM USPS ACADEMIC OUTREACH
How can we all help our industry build capacity for the future? Pulling from 2+ years of experience integrating the Direct Effect Curriculum at over 60 colleges and universities, in programs ranging from Advertising, Marketing, and Entrepreneurship, to Design and Interactive Media, and partnering with a diverse set of live clients, the USPS Academic Outreach program has uncovered a great opportunity for proponents of integrated direct marketing. We’ll share results and lessons learned - from academia, industry and communities, and inspire you to find new ways to build capability and demand for the power of mail in the integrated marketing mix. We’ll share powerful lessons learned from innovation challenges and the classroom that you can use in your network.

CCPA, GDPR PRIVACY CHANGES—WHAT DOES IT MEAN FOR ME?
Now that Europe has the General Data Protection Regulation (GDPR) and California has passed the California Consumer Privacy Act (CCPA), other states are looking at passing their own privacy laws too. Web browser companies are responding by reducing the ability to track online behavior. What comes next? How will it affect you?
CUTTING THROUGH THE CLUTTER
In this workshop, we will discuss the importance of using data to make informed direct mail campaign decisions. This will include topics like finding the right audiences for the campaign, what audiences will respond best, what are address assist products and how do these products ensure the data is clean and correct.

DELIVERING VALUE WITH BEST PRACTICES IN THE MAIL
We’ll have a collaborative conversation to explore why and how mail works in today’s marketplace. Starting with data quality management exercises behind the marketing strategy; we’ll look at the how to deliver the offer, create the call to action and how marketers have integrated email with postal mail. Collaborate for ideas on how to best engage your customers and learn from companies who have used the USPS Informed Delivery program. Bring your favorite mail pieces to share lessons learned in strategy and execution. The California Consumer Privacy Act (CCPA) takes effect January 1, 2020. Let’s talk about how to establish a customer communications workflow process to comply with the law.

EMERGING TECHNOLOGIES IN THE MAIL
This session will provide a review of the latest emerging technologies and how they might be applied to a printed mail piece in the future to help drive engagement and response rates. USPS will present concepts to inspire marketers and mailers about the ways in which we may leverage the printed piece to bridge between the physical and digital. You can realize all the benefits through the capabilities of mail and the convergence of paper and pixels.

GROWING THE MAIL WITH NEW DESIGNS AND MARKINGS
This workshop will take a look at the new designs and markings that are currently being used that create great marketing pieces.

HOW AI AND ML CAN HELP DIRECT MAIL
Artificial Intelligence (AI) and Machine Learning (ML) unlock incredible potential for integrated cross-channel direct mail campaigns. Using both for direct mail frees up resources; helps develop better customer profiles; and allows marketers to reach customers at the right time with the right message. Companies should invest resources into understanding AI and ML — and specifically, how they can use the data they are collecting to understand their consumers and create one-to-one connections. Through AI/ML, marketers can decipher vast amounts of data faster than ever to get actionable insights. In this course you will learn the basics of AI and ML. Then we will study how each can affect your direct mail producing significant results, faster and with less expense.

HOW TO DRIVE RIDICULOUS OMNICHANNEL RESULTS WITH MAIL
This workshop will showcase the latest strategies and techniques to put direct mail in the driver seat of omnichannel marketing success. The session will explore the latest consumer and marketing trends, examples of successful campaigns, and strategies for using data to deliver a highly personalized customer experience across all channels of an omnichannel campaign. This session is sure to engage both your analytical and creative mind by showcasing how to combine the right data, strategy and eye-catching creative to capture your audience's attention, and deliver ridiculous results. You’ll leave with practical tips that you can implement with your omnichannel marketing efforts immediately, as well as long-term strategies that will increase your return on marketing investment.

HOW TO FIND YOUR AUDIENCE—WHAT SHOULD HAPPEN BEFORE YOU MAIL
In this fast-paced fun workshop, you will learn about finding your audience. Who are your customers – how do you find more of them? How good is your customer file? What do you really know about your customers and clients? How much data do you have about them, and how to fix it? How to make list selections to find better prospects and get a higher return on your mailing and marketing investment. So, before you mail – find out how to mail smarter.

INTEGRATION: WHAT DOES IT ALL MEAN?
At some point you might have heard “you need to integrate!” But, what does that mean? The advertising landscape has fundamentally changed. The average person receives roughly 2900 marketing messages per day. Digital ads flash before our eyes at blazing speeds, however direct mail is at an all-time high! So how do we marry the offline with the online world? Answer: Integration! Now let’s learn exactly HOW to do that.

MAIL—THE TOTAL EXPERIENCE
Whether you’re a small or large business, marketing mail should be part of your omnichannel advertising campaign. In this session you’ll get an updated in-depth look at what determines consumer engagement with mail and what businesses are doing to meet those expectations. What’s driving business and consumer satisfaction with mail and where are businesses looking to spend their ad dollars over the next two years? Consumers, overwhelmed by email inboxes cluttered with unsolicited marketing advertisements, are more receptive to direct mail. This workshop will share research demonstrating the value of direct mail!
MAIL 3.0—EMBELLISHING YOUR MAIL TO MAKE A GREATER IMPACT WITH YOUR CUSTOMERS
Mail has changed dramatically over the past 25 years. Generic direct mail pieces were once the focus of most direct mail campaigns until the introduction of variable data and personalization allowed direct mail to become a value-added aspect of any mail campaign. Then Mail 3.0 happened, and it became possible to add more personalization to any direct mail campaign, as well as the possibility to add digital components like augmented reality, and finishing embellishments like foils, digital embossing, and varnishes. Tactile enhancements have added the consideration of haptic sensory experience to a mail piece designer’s arsenal of tools enabling a capacity for unique appeal amongst the plethora of marketing channels. This presentation explores the new possibilities through the examination of research data as well as examples of direct mail meant to open your eyes to the possibility of leveraging the value of a unique tactile and visual experience to direct mail campaigns.

MARKETING IN THE FOURTH INDUSTRIAL REVOLUTION
The Fourth Industrial Revolution has finally come of age and it’s infusing virtually into every aspect of modern life. From consumers to manufacturers to cities, 4D advancements are more accessible than ever before. But 4D is more than technology: it gradually shapes how we live, and work and it is enhancing our marketing world. One of the technologies is Artificial Intelligence (AI), a form of computer science that uses machine intelligence to perform complex analyses. It has started to make waves in the marketing industry, yet brands have been slow to adopt it. Marketers face several hurdles when it comes to its adoption. In this session we will investigate how marketers can overcome the barriers and use AI.

PERSONALIZATION IN PRINT—HOW UNIQUE CONVERSATIONS DRIVE ENGAGEMENT
This presentation will focus on the value of personalization within the printing industry. Topics discussed will include: Industry statistics on the impact of personalization, Variable Data, Digital Printing, Trigger Programs and an Asset Management Quantum case study.

POLITICAL POWER UP: STAY AHEAD OF THE CURVE THIS VOTING SEASON
Help your candidates WIN their election by powering up their political mailings! Learn the do’s & don’ts, new ad regulations and best practices to get the MOST out of yours or your client’s marketing campaigns this political season.

SECRETS FROM NEXT GENERATION CAMPAIGN AWARD WINNERS
Join VP of Product Innovation Gary Reblin as he talks to this year’s finalists and winners about the secrets to successful Informed Delivery and business-to-business (B2B) campaigns and announces this year’s Grand Champion winner.

SHARPEN YOUR 2020 MAILING VISION
2020 is set to be a big year for the mailing industry, are you prepared? In this workshop, you’ll get exclusive insight into the state of the industry and what it means for your company. We will discuss what’s changed in the last 10 years, what’s happening today, and what’s on the horizon. Topic breakdown includes:

• Past – Revisiting prior predictions for 2020 and evaluating how they held up; what was correct and incorrect?
• Present – Discussing the current USPS and the state of the mailing industry and what it means for your business.
• Future – Preparing for the next 10 years and the predictions and suggestions to stay competitive in a rapidly changing mailing industry.

THE EVOLUTION OF THE ENVELOPE & MEETING USPS REQUIREMENTS
Learn about the history of the envelope. How it is made, detail designs and how you can meet USPS requirements. The envelope is a key piece of your direct mail piece, learn how to make it more than just the envelope!

THE STATE OF DIRECT MAIL
Attend this session as we dig into the art and science of direct mail marketing. Direct mail is still relevant? 60% of companies sending direct mail say it’s their highest ROI marketing channel. Over 50% of companies see response rates of 5% or higher on their direct mail campaigns. How is it used? Direct mail is no longer just a customer acquisition vehicle. Customers are increasingly using it for customer engagement, retention, and even advocacy. These lifecycle-focused campaigns see some of the highest returns. What’s new in direct mail? Software is displacing traditional mail house and agency relationships. Companies that use technology to automate direct mail campaigns have higher ROIs and profitability than their competitors.
TOUCHPOINT STRATEGIES FOR GREATER IMPACT
This session answers questions about creating a touchpoint strategy, channels that will be utilized, what will be said and how to measure it. We will also dive into outlining the schedule of activities, how mail and automation fit into the strategy and key performance indicators set against the expected outcomes to benchmark and measure success. This session will also demonstrate how touchpoints should be married to the customer journey to ensure that every touchpoint is fully utilized to push and persuade the prospect to convert. This session will help mailing industry professionals think differently about how to position mail and sell its value in an omnichannel world.

WHAT CAN THE DIGITAL REVOLUTION’S PROMISE OF SMART AUTOMATION MEAN FOR YOU? THE LEADER’S GUIDE
This workshop will describe emerging trends in digital services - Robotic Process Automation and Artificial Intelligence (AI)/Machine Learning (ML) as they are being applied to a growing degree across the federal government today. They will soon begin reshaping the mailing industry as well. This session will offer reaction to the trend and insight into the way in which data from Informed Delivery can create the databases that will yield insight in tomorrow’s AI applications. This is a highly practical session focusing on “What will this new technology mean to you, the mailer?” We will explain how these tools are already addressing accountability, visibility and predictability that can increase mail’s marketing impact, improve returns on investment and improve the productivity of mail operations.

WHAT YOU ALWAYS WANTED TO KNOW AND WERE AFRAID TO ASK—WHAT KIND OF MAIL IS THAT?
USPS has an array of products that offer great value, but most mailers have never heard of. Attend this session to learn about Repositionable Notes, Share Mail, Picture Permit, and Customized Marketing Mail. You will hear how those products help you engage with your customers better and easier- and you will take home use cases that you can immediately apply in your company.

WHEN WAS THE LAST TIME YOU REVIEWED YOUR WORKFLOW? ARE YOU LEAVING POSTAL DISCOUNTS ON THE TABLE?
Print and post print hardware has changed. Has our mailing workflow adapted to increase your mail density and save more postal dollars? Batching and job evaluation with emphasis on postal savings will be examined. This session will examine USPS Promotions and how you can benefit from them regardless of your upstream processes.

WHY SECURE DESTRUCTION IS THE NEW PRACTICAL SOLUTION IN MAIL PRODUCTIONS
Use of the Secure Destruction product has identified several outstanding benefits to the organization, its internal and external customers. It has allowed updates to the mailing list prior to production. This provides savings on production and mailing costs. Updates to the Secure Destruction process has also provided greater technology to better manage data received, development of more detailed reporting for efficiencies and processing accountability.
THE EVOLUTION OF DELIVERY: FROM MAILBOX TO MAIL “INBOX”

A VIEW FROM MARs: USING SOCIAL MEDIA TO HELP INFORM AND UPDATE YOUR CUSTOMERS
Businesses have been using social networks like Facebook and YouTube for many years now. However, because of the rivalry between email and postage mail, the use of this technology has not been fully exploited by our industry. This is a big mistake on our part. This session will show how partnering up with social media can benefit both you and your customers. How getting your message out through short videos helps shed light on what many people thought was an industry in the dark.

CONNECTING PHYSICAL AND DIGITAL IN A COMPLIANCE ENVIRONMENT
This session will show how your company can leverage the latest USPS offerings including Informed Delivery, Mail Tracking, and Electronic Address Correction Services. There will be special emphasis on digital marketing to enhance the overall customer experience.

ENHANCING THE CUSTOMER EXPERIENCE WITH INFORMED DELIVERY DATA
Informed Delivery provides robust data describing how users interact with your interactive campaigns. Learn how to translate campaign data into actionable insights that you can use to drive your marketing objectives and enhance your customer’s experience with your brand.

EVOLVING BEYOND THE MAILBOX TO ENSURE YOUR MESSAGE IS DELIVERED
More than half of consumers surveyed check their personal email account more than 10 times per day and it is “by far” their preferred way to receive updates from brands. Are you best leveraging this channel to increase conversions for your clients’ direct mail campaigns? In this presentation, you’ll learn tips and tricks for getting your message delivered to the inbox as well as the mailbox, including how to best convert offline creative to mobile-responsive HTML, ensure consistent messaging across both channels, properly match and verify email addresses, write enticing and effective subject lines, avoid Internet Protocol blacklisting, and more.

HOW TO CREATE INFORMED DELIVERY CAMPAIGNS THROUGH POSTALONE!
Informed Delivery gives residential consumers the ability to digitally preview their mail and manage packages in one convenient location. Business mailers can leverage Informed Delivery to engage users through integrated mail and digital marketing campaigns that generate additional consumer impressions, interactions, and insights. Learn all about the technical aspects and requirements for creating and maintaining Informed Delivery campaigns to ensure a positive experience and to maximize your campaign’s value.

INCREASING RESPONSE RATE WITH INFORMED DELIVERY
Informed Delivery is designed to increase response rates through a strong call-to-action (CTA). This session will discuss techniques for implementing Informed Delivery to increase responses to CTAs. CTA’s will cover recalls, activations, surveys and transactions.

INFORMED DELIVERY USAGE TRENDS AND INSIGHTS
Informed Delivery users are highly engaged and satisfied! This session will dive deeper into understanding who Informed Delivery users are and how they behave, focusing on how to use these insights to increase the effectiveness of your next campaign.

INFORMED OFFERS PILOT RECAP
In August 2019 USPS piloted Informed Offers, a new coupon platform that allows consumers to personalize the digital and physical mail they receive from retailers and brands. This session will discuss insights from this pilot and USPS’ plans for future versions of the Informed Offers platform to include the opportunities it yields to increase the value of mail and improve prospecting rates.
PROGRAMMATIC DIRECT MAIL—THE BRIDGE FROM PHYSICAL TO DIGITAL SUCCESS

Programmatic mail has been the buzz word for the past two mailing seasons. With many mailers and their marketing agencies, we see more and more budget move towards digital. Now with the inclusion of USPS’ Informed Delivery, the combination of digital and physical is at the forefront of many marketing campaigns. This session will provide an overview of the current programmatic market and help attendees gain an understanding of how to incorporate it into their current efforts. You will learn how to combine the digital tools that are the strength of this new direction for mail and combine them with your current mail programs such as mail tracking, Informed Delivery, and Informed Visibility. This will allow you to bring a more meaningful conversation to customers at the exact moment they are ready to continue the conversation from another channel, then gain visibility into campaigns from origin to the hands of the consumer.

THE ROI OF INFORMED DELIVERY—MORE THAN CLICKS AND DISCOUNTS. HOW MARKETERS ARE USING INFORMED DELIVERY TODAY TO BUILD THEIR BUSINESS

After more than two years, Informed Delivery (ID) is coming into its own as a new marketing channel. In this session we’ll share use cases of how a catalog retailer generated new views for their online catalog – and boosted sales, how a nonprofit boosted their online donations and the effectiveness of their mail campaigns with their ID campaign, and how a medical training firm has gained thousands of inquiries from ID. We’ll look at the costs and benefits of how these campaigns worked, how they measured success, and the ROI they gained.
The NPF is proud to recognize the many partners and sponsors that have made contributions to help make the 2020 NPF a reality. If you or your company seeks partnership opportunities, please contact: Mary Guthrie, 703-293-2313, mguthrie@npf.org or Laurie Woodhams, 703-293-2329, lwoodhams@npf.org.
2020 REGISTRATION OPTIONS

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, USPS 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 a 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 consecutive days of your choosing.

Early Bird rate* ............................................................$900
Regular rate** ............................................................$950
On-site*** .................................................................$1,000

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

Early Bird rate* ............................................................$850
Regular rate** ............................................................$900
On-site*** .................................................................$950

SPOUSE/GUEST REGISTRATION
For paid attendees who 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

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 2/7/20
** Regular rate from 2/8/20 – 4/6/20
***On-site rate after 4/6/20

YOU MAY BE QUALIFIED FOR NPF DISCOUNTS
• Receive a $50 Early Bird Discount*
• PCC members take $100 off a Full Registration or $50 off a Three-Day or Two-Day Registration.
• Take an additional $100 off your Full or Three-Day Registration when you book your hotel through the NPF!
• For discounts, register online at NPF.org. Discounts will not be extended on-site.

WELCOME TO THE HOME OF THE 2020 NPF

ORLANDO WORLD CENTER MARRIOTT

The perfect venue for NPF 2020! Boasting more than 338,000 square feet of state-of-the-art event space, the splendid Orlando World Center Marriott also offers amenities designed to make every conference attendee’s journey…a joy. Catering to business needs and the need to unwind, discover everything from spacious rooms appointed with heavenly featherbeds, mini-fridges, expansive desks and Wi-Fi…to refreshing outdoor pools, modern gym, a rejuvenating spa, and superb restaurants.

SPECIAL RATE!
The NPF has secured a preferred attendee hotel rate of $249 and has waived the $25 daily resort fee! Yet you’ll still be accommodated with all the amenities mentioned above —plus daily replenishing of two bottled waters, regularly scheduled shuttle service to Disney Parks for up to four guests, a bucket of practice balls at the driving range every day, and much more. But you must book your stay through the NPF registration system to take advantage of this tremendous value…what’s more, you also get $100 off a Full or 3-day Registration!

REVIEW YOUR OPTIONS AND GO TO NPF.ORG FOR OFFICIAL REGISTRATION!
Hurry, early bird registration ends 2/7/20
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See registration offers on page 37.