



NPF 2020 Orlando: Certified Direct Mail Professional (CDMP)

Sunday April 26, 2020

- 9:00 am - 10:00 am Period 1 Workshops
- **10:00 am - 11:00 am** **CDMP Overview / Intro to Direct Mail**
- 11:30 am - 12:30 pm Period 3 Workshops
- 12:30 pm - 1:30 pm Lunch Period
- **2:00 pm - 5:00 pm** **Successful DM Campaign and the Customer Journey**
- 5:30pm - 7:00pm Welcome and Areas' Receptions

Monday April 27, 2020

- 8:00 am - 9:30 am General Session
- 9:30 am - 4:00 pm Exhibit Hall Hours
- **10:00 am - 12:00 pm** **Mechanics of Direct Mail**
- 12:00 pm - 1:30 pm Lunch in the Exhibit Hall
- **2:00 pm - 4:00 pm** **Direct Mail Sustainability and Innovations**
- 4:00 pm - 5:00 pm Period 10 Workshops
- 5:30 pm - 7:00pm PCC Reception

Tuesday April 28, 2020

- 8:00 am - 9:30 am General Session
- 9:30 am - 2:00pm Exhibit Hall Hours
- 11:00 am - 12:00 pm Period 11 Workshops
- 12:00pm - 1:30pm Lunch in the Exhibit Hall
- **1:00 pm - 3:00 pm** **Channel Marketing Strategies and USPS Marketing Tools & Resources**
- 4:00 pm – 5:00 pm Period 14 Workshops
- 5:00 pm - 6:30 pm Exhibit Hall Reception

Wednesday April 29, 2020

- **8:00 am - 10:00 am** **The Omni-Channel Experience Exercise and USPS DM Campaign Analysis (Only at NPF)**
- 9:00 am - 12:00 pm Exclusive Exhibit Hall Hours
- 12:00 pm - 2:00 pm Lunch in the Ballroom
- 7:00 pm - 10:00 pm Closing Event