

**National Postal Forum - Orlando, Florida
April 26-29, 2020**

Sunday - April 26, 2020

ROOM	Jr. Ballroom	Canary 1	Canary 2	Canary 3	Canary 4	Grandballroom 1	Grandballroom 3	Grandballroom 5	Grandballroom 6
PERIOD 1 9:00 AM - 10:00 AM	National Meeting of Areas Inspiring Mail (AIM) STARTS AT 8:30 AM	How to Better Yourself for Promotional Opportunities within the Mailing Industry	Account-Based Everything: Leveraging ABM and Direct Mail to Develop Hyper-Personalized Impactful Campaigns	Developing Your Professional Persona	Drones, Autonomous Delivery Vehicles, Robotic Delivery, Alternative Drop-Off and Pick-Up - Separating Fact from Promise	The State of Direct Mail	Simple Solutions for Top Seamless Acceptance Challenges	Leadership in the Age of Robots: How to Be a Better Human Being	Smart Operations: Factory of the Future
PERIOD 2 10:15 AM - 11:15 AM	PCC Opening Session	Mail and Packages in an Era of Cross-Border eCommerce		Activating Data Across Every Advertising Touchpoint	Benchmarking your College and University Mail Delivery Operation	The Changing World of Periodicals	What Can the Digital Revolution's Promise of Smart Automation Mean for You? The Leader's Guide	2020 Mailing Promotions and New Technology Provider Directory	Leveraging USPS Shipping Technology in the Pre-Purchase and Post-Purchase Experience
PERIOD 3 11:30 AM - 12:30 PM	PCC Opening Session (ends at 11:45 am)	Why Secure Destruction is the New Practical Solution in Mail Productions	Latest and Greatest Improvements in the USPS Package Delivery Network	Employee Motivation Tools	Effective Delivery + Digital Mailroom = Efficient Distribution	Evolving Beyond the Mailbox to Ensure Your Message is Delivered	Paradigm Shifts in the Media and Electorate: A New Era In Political Campaigning	Creating a Substantial Partnership between Government Mail Center and USPS	The Evolution of the Envelope & Meeting USPS Requirements
12:30 PM - 1:30 PM	Lunch on the Go								
PERIOD 4 1:30 PM - 2:30 PM		Best Practices from PCC Leadership Award Winners	Personalization in Print - How Unique Conversations Drive Engagement	The Returns Process: Enhancing the Customer Experience	The New Business Customer Gateway - New User Interface and Account Management Enhancements	Eagle Eye: Zooming out to Explore Postal Industry Trends	Cutting Through the Clutter	Addressing Quality Cycle O for Businesses - Some Challenges, Many Opportunities	Increasing Response Rate with Informed Delivery
PERIOD 5 2:45 PM - 3:45 PM		NPF Orientation Session	Enhancing the Mail Moment	How to Navigate the Daily Challenges Facing Mail Center Managers Today	How to Drive Ridiculous Omnichannel Results with Mail	How to Create Informed Delivery Campaigns Through PostalOne!	Your Mail is Talking, Learn its Language	Mail - The Total Experience	Nonprofit Concept and Design: Success Without the Whine
PERIOD 6 4:00 PM - 5:00 PM		Improvements to Returns by USPS	Open Mic: Coaching Up	Delivery Partner Program: Extending Tracking Beyond USPS	Mailing & Shipping Solutions Center Providing a Customer Centric Experience	How to Find Your Audience - What Should Happen Before You Mail	The Postmaster General's Mailers' Technical Advisory Committee Update: What's on the Horizon?	Leading with Emotional Intelligence	Seamless Acceptance: Discover Improved Visibility to the Data Verifications Performed on Your Mail
5:30 PM - 7:00 PM	NPF Welcome and USPS Area Receptions								

ALL WORKSHOPS SUBJECT TO CHANGE

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Monday - April 27, 2020

8:00 AM - 9:30 AM	General Session Featuring USPS Executive Leadership Team - Ballroom								
9:30 AM - 4:00 PM	Exhibit Hall Open								
ROOM	Jr. Ballroom	Canary 1	Canary 2	Canary 3	Canary 4	Grandballroom 1	Grandballroom 3	Grandballroom 5	Grandballroom 6
PERIOD 7 11:00 AM - 12:00 PM	2020 - The CX Edge	Just the Facts: Dissecting Mail Data Using the Mail Owner Scorecard	Boot Camp for Mail Center Managers Part 1	Postal Customer Council (PCC) Latest Buzz	Real- Time Visibility for Real-World Decisions	Touchpoint Strategies for Greater Impact	The Impact of the UPU Agreement on U.S. Mailers Sending International "Bulky Letters and Small Packages"	The Changing Landscape of Order Fulfillment	Keys to Building Better Relationships
12:00 PM - 1:30 PM	Lunch - Exhibit Hall								
PERIOD 8 1:30 PM - 2:30 PM	Innovating Today for Tomorrow's Customer	Will You be Ready? Leadership During Crisis	Sharpen your 2020 Mailing Vision	Intelligent Analytics at the Speed of Your Need	USPS Special Services: Maximize Value to Enhance the Customer Experience	Leveraging Technology for a new Streamlined Package Experience	Turning Up the Volume on Bills and Statements - How to Get the Most for Your Money	A View from MARs: Using Social Media to Help Inform and Update Your Customers	First-Class Mail vs Marketing Mail: Enhanced Vision of the Benefits and Unique Processes of Both
PERIOD 9 2:45 PM - 3:45 PM	Analytics Universe: With Great Analytics Comes Great Responsibility	Emerging Technologies in the Mail	When Dirty Data Gets You Down	Best Practices in Direct Mail Retargeting	Political Power Up: Stay Ahead of the Curve this Voting Season	What's Hot in Addressing	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	Latest Trends in On-Demand Delivery	Enhancing the Customer Experience with Informed Delivery Data
PERIOD 10 4:00 PM - 5:00 PM	Creating a Frictionless Experience for our Commercial Mailers	Leadership Best Practices and How to Apply them to your job	Three Ways the Lifecycle of a Mailpiece can impact your Customer Journey	From Stress to Success	How AI and ML Can Help Direct Mail	Everything You Need to Know About Content, Class and Processing Categories	Headwind or Tailwind? How the Fast Pace of Change in Global Trade, Technology and Treaties can Benefit or Bust your Cross-Border eCommerce Strategy	Informed Offers Pilot Recap	CCPA, GDPR Privacy Changes - What Does It Mean for me?
5:30 PM - 7:00 PM	Postal Customer Council Reception								

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Tuesday - April 28, 2020

8:00 AM - 9:30 AM										General Session - Ballroom
9:30 AM - 2:00 PM										Exhibit Hall Open
ROOM	Jr. Ballroom	Canary 1	Canary 2	Canary 3	Canary 4	Grandballroom 1	Grandballroom 3	Grandballroom 5	Grandballroom 6	
PERIOD 11 11:00 AM - 12:00 PM	Delivery and Retail: Take a Journey in Innovation to "Infinity and Beyond"	The Ever-Changing Landscape of eCommerce	Boot Camp for Mail Center Managers Part 2	Seamless Acceptance - The New Customer Experience	Big Data Driven Direct Mail Personalization	Informed Delivery Usage Trends and Insights	Informed Visibility - What's New and Best Techniques to Grow Mail	Marketing in the Fourth Industrial Revolution	What you Always Wanted to Know and Were Afraid to Ask - What Kind of Mail is that?	
12:00 PM - 1:30 PM										Exhibit Hall Lunch
PERIOD 12 1:30 PM - 2:30 PM	Understanding the USPS Logistics Capability	Train the Trainer - Lessons Learned at Disney	Renewing Your PCC Passion	Security - It's Everyone's Responsibility	Logistically Speaking: Recruiting, Retaining, and Reskilling the Operations Workforce	Postal Changes Driving Post-Presort Opportunities	Delivering Value with Best Practices in the Mail	Evolution of an Industry: Best Practices for Direct to Customer Businesses and Their Shipping Needs	Mail Quality: It Takes an Integrated Supply Chain	
PERIOD 13 2:45 PM - 3:45 PM	What's New in Pricing and Product	Integration: What Does it all Mean?	Putting our Stamp on a Greener Tomorrow	Revolutionizing Customer Experience (CX) through Employee Experience (EX)	Automating the Supply Chain to Drive Results, SM 2020 and Beyond	Building the Next Wave of Integrated Marketing Capability: Lessons from USPS Academic Outreach	Growing the Mail With New Designs and Markings	Responding to Natural Disasters and other Mail Disruptions using Informed Visibility Data	Hot Topics for Mail Owners	
PERIOD 14 4:00 PM - 5:00 PM	Peer-to-Peer Roundtables		Secrets from Next Generation Campaign Award Winners	Maximizing Your Mail Experience Through Commingle	The Current State of Postal Affairs	Informed Visibility - Real Data for Real Compliance	Successfully Managing In-House Operations	The ROI of Informed Delivery - More Than Clicks and Discounts. How Marketers are Using Informed Delivery Today to Build Their Business	Anyone can Build a Locker: The Realities, Applications and Benefits of Smart Lockers	
5:00 PM - 6:30 PM										Exhibitors' Reception in Exhibit Hall

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Wednesday - April 29, 2020

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PERIOD 15 8:00 AM - 9:00 AM		Undeliverable Mail - How Did That Happen?	Today's Small Business Could be Tomorrow's Big Business	What Happened to our Midas Touch - When it Comes to Customer Service	What is in the Mail? A Look at What Can be Put Into the Mail, How it Has to be Prepared, and Where to Find Out the Requirements	Are we there yet? Innovating Visibility for Mail Transportation	Connecting Physical and Digital in a Compliance Environment	How Will AI Affect the Mail? Using Data to Win at OmniChannel Marketing	Retargeting Website Abandoners Offline in Real Time
9:00 AM - 12:00 PM	Exhibit Hall Open / Exclusive Exhibit Hall Time								
12:00 PM - 2:00 PM	Partnership Recognition Luncheon - Ballroom								
PERIOD 16 2:00 PM - 3:00 PM	Stayed tuned for workshops on how Mail can help you grow your business!	The Mailer Scorecard: Your Gateway to Mail Quality Data and Analytics	Onboarding Efforts by USPS	Spanish Marketing Workshop		On Becoming My Better Self	Programmatic Direct Mail - the Bridge From Physical to Digital Success	Hazmat 101: Safely Mail Hazardous Materials and Grow Your Business	Gaining a Competitive Advantage with Emerging USPS Global Solutions
7:00 PM - 10:00 PM	Celebrate the Journey at the NPF Closing Event - Orlando World Marriott Center								

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