FACING THE FUTURE Together

May 15-18, 2022
Phoenix Convention Center
Phoenix, Arizona
A new day is dawning. And we’re rising to meet the future with that same forward-thinking, can-do, collaborative spirit the NPF is famous for. Come join us at NPF 2022, where together, we’ll partake in a dazzling variety of dynamic, success-oriented, inspirational events designed to help each other grow our businesses. Our industry. And shine as individuals. It’s all taking place in Phoenix, AZ – the Valley of the Sun, and the perfect destination symbolizing brilliant days ahead for Mailing and Shipping.

Be there and bask in...

• 100+ sessions and workshops bursting with the latest strategies, techniques and tools to help you succeed.

• Networking opportunities that will have you reuniting with colleagues, forging new relationships, and connecting you with top industry influencers.

• Exclusive access to USPS leadership, their incisive insights and strategic wherewithal.

• The Industry’s largest Exhibition Hall – wow-inspiring technology bent on improving efficiencies and processes on full display.

Shine on! Go to NPF.org and register today.

Grab your shades. Download the digital catalog. And start planning your trip to the Industry’s hottest event!

TRIPLE SAVINGS OFFER!

UP TO $300.

SEE PAGE 31 FOR DETAILS.
HERECOMESTHESUN...ANDFUN!

What better place to celebrate NPF than the Valley of the Sun, where it’s always sunny—across the wide-open skies and in the hearts of its citizens.

Harnessing the boundless energy that permeates the atmosphere, we’re ready to get to work, inspire one another...and when the day is done, we’re ready for fun. From breathtaking scenery to cool little eateries, it’s all waiting here for you to explore. Phoenix, Arizona, here we come!

Take a Hike! Climb Camelback Mountain
The summit resembles, yup, the hump of a camel’s back. To reach it, you’ve 1,420 vertical feet to scale. But oh, is it worth it. Once you arrive, you’ll be treated to a spectacular 360° vista surrounding the city. Nothing like an invigorating climb and the wonders of nature to recharge your batteries. Located just 20 minutes from downtown Phoenix.

How Green it is!
Visit the Desert Botanical Gardens
Who knew? Come marvel at the unexpected colors and exotic flora in this oasis of the world’s finest collection of arid plants, gathered from deserts across the globe. Wend your way through five thematic trails where 50,000+ desert plants are displayed in all their glory. And while you’re at it, enjoy concerts, Gertrude’s Restaurant, Patio Café and the Garden’s gift and plant shops.

Animal Attraction: Phoenix Zoo
Come practically nose-to-nose (ok, nose to trunk) with humongous elephants. Feed a sprig of foliage to a stately giraffe. Watch lithe Sumatran tigers prowl the savanna. Throughout the nation’s largest nonprofit zoo, wander the African, Arizona, Tropics and Children’s trails that are home to over 1,400 lovingly cared-for animals – a home hailed worldwide for its contributions to the conservation of these precious creatures.

Be Enchanted: Enchanted Island Amusement Park
What a magical little place – especially for the little ones! Located in the heart of Phoenix’s picturesque Encanto Park, this fanciful island will charm kids and adults alike with all sorts of fun stuff. Hitch a ride on the serpentine Dragon Wagon. Swoop around on Parachute Tower. Test your skills at the game arcade. Indulge in a fluffy ball of cotton candy! Simple pleasures abound at this little getaway in the middle of the city.

Eat (Very) Well: Restaurants in Greater Phoenix
In the mood for something Southwestern? Or maybe Mexican, cooked up with locally grown peppers, pomegranates or citrus fruits? How about Instagram-worthy fare created by a renowned celebrity chef? Whether your tastes lean towards mom-and-pop spots or cozy wine bars, all-American down-home dishes or flavors from faraway lands...or all of the above, has Phoenix got the eatery for you!
FACING THE FUTURE. PLAN YOUR NPF AND SEIZE EACH DAY, TOGETHER!

**SUNDAY, MAY 15**

**NPF WELCOME RECEPTION**
Join the official NPF 2022 Welcome Reception, as we celebrate and reunite. Reconnect with friends and colleagues, meet new like-minded professionals and share in the camaraderie of facing the future together!

- 1:30 PM - 2:30 PM | Period 1 Workshops
- 2:45 PM - 3:45 PM | Period 2 Workshops and Orientation Session
- 4:00 PM - 5:00 PM | Period 3 Workshops
- 5:30 PM - 7:00 PM | NPF Welcome Reception

**MONDAY, MAY 16**

**PMG – KEYNOTE ADDRESS**
Join Postmaster General Louis DeJoy for the Monday morning General Session. Learn how the USPS is reimagining, reengineering and redesigning the Postal Service. The PMG will take you through his comprehensive strategies, which will modernize the postal network, invest in infrastructure and improve operations for ongoing innovation - all tied directly to customer needs.

- 8:00 AM - 9:30 AM | PMG – Keynote Address
- 9:30 AM - 11:00 AM | Exclusive Exhibit Hall Time
- 9:30 AM - 4:00 PM | Exhibit Hall Open
- 11:00 AM - 12:00 PM | Period 4 Workshops
- 12:00 PM - 1:00 PM | Lunch
- 1:00 PM - 2:00 PM | Period 5 Workshops
- 2:15 PM - 3:15 PM | Period 6 Workshops
- 3:15 PM - 3:45 PM | Networking in Exhibit Hall
- 4:00 PM - 5:00 PM | Period 7 Workshops
- 5:30 PM - 7:00 PM | PCC Reception

**TUESDAY, MAY 17**

**EXHIBIT HALL RECEPTION**
Meet and greet with the industry’s most innovative and forward-thinking mailing and shipping companies at the NPF Exhibit Hall Reception. Take advantage of this casual environment and indulge in food for thought while learning about your next best solution. Make your plans to attend this evening event from 4:00 PM - 5:30 PM.

- 8:00 AM - 9:00 AM | Period 8 Workshops
- 9:30 AM - 11:00 AM | Exclusive Exhibit Hall Time
- 9:30 AM - 10:30 AM | Period 9 Workshops
- 10:30 AM - 11:30 AM | Period 10 Workshops
- 12:00 PM - 2:00 PM | NPF Partnership Recognition Luncheon
- 2:30 PM - 3:30 PM | Period 11 Workshops
- 3:45 PM - 4:45 PM | Period 12 Workshops
- 4:00 PM - 5:00 PM | Exhibit Hall Reception

**WEDNESDAY, MAY 18**

**PARTNERSHIP RECOGNITION LUNCHEON**
NPF attendees with Full-Registration privileges are invited to attend a special seated luncheon that honors best in class USPS partnerships from across all postal areas and concludes with a special guest speaker that will share insights and anecdotes that promise to inspire!

- 8:00 AM - 9:00 AM | Period 12 Workshops
- 9:15 AM - 10:15 PM | Period 13 Workshops
- 10:30 AM - 11:30 AM | Period 14 Workshops
- 12:00 PM - 2:00 PM | NPF Partnership Recognition Luncheon
- 2:30 PM - 3:30 PM | Period 15 Workshops
- 3:45 PM - 4:45 PM | Period 16 Workshops
- 7:00 PM - 10:00 PM | Closing Event

The following are trademarks of the United States Postal Service: Delivery Confirmation, Express Mail, First-Class Mail, Mr. ZIP, Netpost, Parcel Post, Parcel Select, Pony Express, Post Office, Postal Service, Priority Mail, Signature Confirmation, Stamps Online, Standard Mail, US Mail, USPS, USPS eagle symbol and logotype, ZIP Code, ZIP+4.
NPF Welcome Reception  
**Sunday, May 15 (5:30 PM – 7:00 PM)**  
All attendees are encouraged to join the official 2022 NPF Welcome Reception. The perfect opportunity to reconnect with colleagues, meet new like-minded industry professionals and share in the camaraderie of being together once again. Celebrate the NPF and the mailing and shipping industry and let’s embrace face the future together!

Postal Customer Council (PCC) Reception  
**Monday, May 16 (5:30 PM – 7:00 PM)**  
A must attend event for all attendees; the PCC Reception is an NPF perennial favorite. Enjoy an evening of networking, entertainment, food and good spirits as the PCC plays host to this wonderful event. The PCC community is an invaluable resource for business mailers and postal leadership to share ideas, collaborate and grow the mailing and shipping industry... together.

Exhibit Hall Reception  
**Tuesday, May 17 (4:00 PM – 5:30 PM)**  
The NPF showcases the largest exhibit hall in the mailing and shipping industry with top-notch products and services on display – offering solutions and resources for all attendees. 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 no-pressure environment.

Partnership Recognition Luncheon  
**Wednesday, May 18 (12:00 PM – 2:00 PM)**  
NPF attendees with Full-Registration privileges are invited to attend a special seated luncheon. This closing luncheon honors and recognizes the best in class USPS partnerships from across all postal areas and concludes with a special guest speaker that will share relevant insights and anecdotes that promise to inspire!

Peer-to-Peer Roundtables  
**Wednesday, May 18 (Time TBD)**  
Enhance your knowledge base or share your expert opinion on the industry’s hottest topics! Peer-to-Peer Roundtable is networking with a purpose and provides actionable insights that participants can take straight back to their work places for immediate implementation. Informal discussions are hosted and facilitated by USPS and Industry experts, so don’t miss this opportunity to learn and share insights and best practices on a variety of mailing and shipping related topics.

NPF 2022 Closing Event Celebration  
**Wednesday, May 18 (7:00 PM – 10:00 PM)**  
Join us as we applaud the 2022 NPF – Facing the future together. Celebrate, network and revel with your fellow NPF attendees. This is the perfect opportunity to share stories of innovation, new solutions and discoveries while indulging in food, good spirits and entertainment.

**Getting together again never felt so joyous.** Everyone is sure to be brimming with ideas and information, sparking a chain reaction of solutions to share. All in the name of helping each other succeed. Kicking off with a lively Welcome Reception hosted by NPF, choose from an entire spectrum of Networking events that will best fit your business needs and goals.

**REUNITING WITH COLLEAGUES AND FRIENDS. REIGNITING GREAT IDEAS.**
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.

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!

Exhibit Hall 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 Sales Booth
All attendees are invited to see the latest in USPS innovations and technology. Whether you seek to enhance your marketing and advertising platforms or generate consumer impressions and interactions, the USPS Sales Booth can help you discover the perfect solution for your business. At the exhibit you will have the opportunity to learn and experience the latest developments around the customer mail journey, in addition, mailers will have the opportunity to interact in one-on-one discussions with postal leaders and business solution experts. The USPS is leveraging technology and infrastructure to meet your needs... as we face the future together.

THE FUTURE IS HERE: AT THE LARGEST INDUSTRY EXHIBIT HALL.

You might call this “The Hall of Inspiration.” Radiating exciting solutions at every turn, discover 100+ top-tier companies who cater to the Mailing and Shipping Industry. Check out future-forward products and services spanning everything from automation support to print services and more.
PMG – Keynote Address
Monday, May 16 (8:00 AM – 9:30 AM)

Join Postmaster General Louis DeJoy and his Executive Leadership team in the journey to revitalize the Nation’s mail system and learn how the United States Postal Service is reimagining, reengineering and redesigning the Postal Service to better serve customers and deliver a healthy, sustainable communications and delivery network for the future.

In his keynote address, PMG DeJoy will share comprehensive strategies and key actions being taken to modernize the postal network, invest in infrastructure, improve operations and create a platform for ongoing innovation tied directly to customer needs.

Executive Leadership Team / Officer Presentations*

**Data + Delivery = A Stronger Mail and Package Proposition for Customers**
Presented by:
- Dr. Joshua Colin, Chief Retail and Delivery Officer and Executive Vice President
- Tom Foti, Vice President Product Solutions
- Jeff Johnson, Vice President Enterprise Analytics

**Empowering Our People: Realigning to Support USPS Mission**
Presented by:
- Dr. Joshua Colin, Chief Retail and Delivery Officer and Executive Vice President
- Isaac Cronkhite, Chief Logistics and Processing Operations Officer and Executive Vice President
- Doug Tulino, Deputy Postmaster General and Chief Human Resources Officer

**Impacts of Transformation: Better Structured to Match Service Performance with Customer Needs**
Presented by:
- Dane Coleman, Vice President Regional Processing Operations Eastern
- Tim Costello, Vice President Area Retail & Delivery Operations Southern
- Angela Curtis, Vice President Delivery Operations

**Modernizing USPS Network: Facility Investments & Operational Redesign for Service Improvement**
Presented by:
- Scott Bombaugh, Chief Technology Officer and Executive Vice President
- Luke Grossmann, Senior Vice President Finance and Strategy
- Benjamin Kuo, Vice President Facilities

**Sustaining our Future: Pricing & Product Strategies**
Presented by:
- Joe Corbett, Chief Financial Officer and Executive Vice President
- Steve Monteith, Chief Customer and Marketing Officer and Executive Vice President
- Sharon Owens, Vice President Pricing and Costing

**Transforming Transportation & Logistics: Paving the Way to Performance and Growth**
Presented by:
- Robert Cintron, Vice President Logistics
- Isaac Cronkhite, Chief Logistics and Processing Operations Officer and Executive Vice President
- Peter Routsolias, Vice President Transportation Strategy

**USPS Connect Local: Connecting Communities**
Presented by:
- Sheila Holman, Vice President Marketing
- Shavon Keys, Vice President Sales
- Elvin Mercado, Vice President Retail and Post Office Operations

**USPS Connect Regional: A Case Study featuring USPS Covid Test Kit Fulfillment**
Presented by:
- Scott Bombaugh, Chief Technology Officer and Executive Vice President
- Linda Malone, Vice President Engineering Systems
- Marc McCrery, Vice President Customer Experience
- Pritha Mehra, Chief Information Officer and Executive Vice President

**USPS Connect: Solutions Reaching Every Door**
Presented by:
- Pritha Mehra, Chief Information Officer and Executive Vice President
- Jakki Krage Strako, Chief Commerce and Business Solutions Officer and Executive Vice President

Each year the USPS Executive Leadership Team and Officer Sessions provide an exclusive and unique perspective on some of the most important issues, changes and new ideas facing the industry today. Attendees have the opportunity to hear first-hand and to learn from key postal leaders about topics that will guide the entire mailing and shipping industry into the future.

*Presentations are subject to change. For updates and session schedule, please go to NPF.org for additional details.
The US Postal Service Certification Program offers an exclusive opportunity for NPF attendees to expand their professional skill and commitment to ongoing education. In cooperation with the National Center for Employee Development (NCED), the NPF is offering attendees two comprehensive training courses.

**Executive Mail Center Manager (EMCM)**

The EMCM course is designed for individuals who wish to develop Mail Center Management skills. The course teaches skills needed to manage more effectively, boost productivity and cut costs. Sponsored by the US Postal Service and developed by a professional committee with representatives from across the mailing industry, this course offers a certified designation that emphasizes professionalism in Mail Center Management. To earn official certification, participants are required to complete all 7-session modules and pass a comprehensive exam at the completion of the course. Limited space is available. Pre-registration is required to reserve your space.

A $180 course fee applies.

Session modules will be spread across multiple workshops and will include a total 12 hours of session time.

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**Mail Design Professional (MDP)**

The MDP course is centered on helping the individual understand basic direct marketing fundamentals and guiding them through USPS regulations affecting letter mail that qualifies for automated discounted rates. To earn official certification, participants are required to complete all 9-session modules and pass a comprehensive exam at the completion of the course. Limited space is available. Pre-registration is required to reserve your space.

A $95 course fee applies.

Session modules will be spread across multiple workshops and will include a total 9 hours of session time. The MDP certification is a two-year certification that offers a professional designation to all graduates.

Pre-Registration is required. Limited space is available. Secure your spot today.
DELIVERING INNOVATIVE TECHNOLOGY

Creating Your New Digital Marketing Channel With Informed Delivery Package Campaigns
Package Campaigns provide a new opportunity for personalized customer engagement to merchants shipping with the Postal Service. Now available through an online portal and an API back-end, Package campaigns let merchants create messages for individual packages. During this workshop, the Informed Delivery team will discuss the specifications for image creation and content, data needed to create package campaigns, and the data resulting campaigns. This workshop is appropriate for business users of Informed Delivery.

Customer Data: Your Greatest Tool or Hindrance?
In today’s economy, customer data should be KING. Yet, with approximately forty million Americans moving annually, it can also be your greatest challenge. Learn which tips and tricks can help ensure the integrity of your organization’s data. This workshop will talk about the various data sources and techniques beyond address correction that are available to you; managing multiple address types, to address, email, and phone verification to better refine your mailing lists and focus in on reaching your ideal customer.

Delivering the Infrastructure of the Future: How 5G Keeps You Connected Down to the Last Mile and Beyond
As the world around us continues to change rapidly, it’s important for organizations – including USPS – to find innovative ways to modernize their operations, drive efficiencies and reduce spend. The next era of business transformation requires new technologies and digital tools that can help automate systems and provide near real-time communication based on data driven insights. A Transportation & Public Sector Industry Segment Advisor will share how the right 5G network can provide the unlimited connectivity that every organization needs to support best-in-class solutions and transform the business running and create a manageable mail center as we move forward.

Informed Delivery and Commingling: How to Make Everything Work as Intended
Numerous companies have taken advantage of Informed Delivery interactive campaigns with great success. In this workshop, hear from a company as they share their successes and how they helped many customers of all sizes across multiple verticals do the same. They’ll share best practices, lessons learned, and tips to enable you to optimize your participation in Informed Delivery even if you are using or considering a Commingler. They’ll also review how to achieve a postage discount with the Informed Delivery promotion, including ample time for Q&A.

Informed Delivery Program Update: Review and Forecast
Join the Informed Delivery Team to discuss where we’ve been in the last twelve months and where we’re going in the next twelve. During this workshop, we’ll share the latest user and mailer statistics, talk about participant demographics, data, and review the outcomes of testing for our recent innovations in Informed Delivery. We’ll also provide insights into current development initiatives, including Package Campaigns and campaign submission via API. Finally, we’ll offer a glimpse into what’s being planned for 2023, including streamlined tools for smaller mailers and shippers. This workshop is appropriate for anyone interested in an overall snapshot of Informed Delivery trends and objectives.

DELIVERING INNOVATIVE TECHNOLOGY

OPERATIONS: FULFILLING THE NEEDS OF YOUR CUSTOMERS
Elevate customer satisfaction to a whole new level. Learn how to manage your mail and shipping operations more effectively while optimizing your business with the USPS.

PUSHING THE ENVELOPE: WHY MAIL WORKS
Direct Mail is as powerful a marketing tool as ever. Discover the importance of making DM an integral part of your marketing strategy in order to maximize outreach – and ROI.

How MSPS and Mail Owners Can Utilize IV and ID Data to Improve ROI on Their Marketing Budgets
The workshop will describe the basics of Business Intelligence and Visualization in non-technical terms to the mailing and shipping community. The workshop will also share use cases on how mailers and mail owners can improve customer insights, improve targeted marketing by utilizing the Informed Visibility and Informed Delivery data.

Implementing Digital Transformation Initiatives to Automate In-Bound Mail Processing
As companies have gone to a remote work force the in bound mail hasn’t stopped. Companies have struggled delivering communications to the remote workers on a daily basis and have also struggled maintaining employees. In this workshop, learn new solutions and technologies to help provide communications to the remote workers by means of email or any type of electronic transmission. This will keep the business running and create a manageable mail center as we move forward.

NPF 2022 | EDUCATIONAL WORKSHOP TRACKS – 5 ROBUST CATEGORIES!

Attendees will have access to educational content that will translate into best practices and more cost-effective ways of doing business. The following tracks were designed exclusively for the mailing and shipping professional to offer a variety of workshops that will help better navigate the future and increase the opportunity of their success.

DELIVERING INNOVATIVE TECHNOLOGY
Technology is ever-changing, raising the bar on our industry’s processes and best practices. With it, new opportunities arise. Get the inside scoop on how technology is driving the future of Mailing and Shipping.

eCOMMERCE: STEPS TO SHIPPING SUCCESS
Grab a front-row seat and let industry experts be your guide in helping you navigate and reimagine the continually evolving Shipping Landscape.

LEADERSHIP & PROFESSIONAL DEVELOPMENT: CHARACTERISTICS OF SUCCESS
Great leaders never rest. They’re always honing their skills. Seize this golden opportunity to learn the how-to of improving your own skills, growing your future, and building strong, supportive teams.
Innovative Technology Driving the Future Postal Service

Take a look behind the curtain at innovative technology solutions driving the future of the Postal Service. In this workshop, learn how USPS is leveraging leading-edge technology, often in ways that the customer does not see—but from which they see results. We’ll cover AlVa, which is a virtual assistant (not unlike Siri or Alexa) using artificial intelligence and natural language process to help track packages. We’ll cover new innovations in computer vision improving package movement. We’ll look at a program specifically designed to incubate tech startup companies in the logistics space. We’ll also discuss the Label Broker, which is utilizing cloud computing and QR Codes to meet the needs of customers who cannot print labels. Lastly, we’ll share how leveraging USPS tech and data (addressing, geospatial, etc.) can help businesses and the U.S. government improve their services.

Leadership in Artificial Intelligence (AI) and Machine Learning (ML)

In this workshop, learn how USPS is leveraging responsible AI and ML to improve safety, increase operations and transportation efficiency. All while improving customer experience. Learn how these capabilities impact your business and how you can help improve them.

Measure What You Treasure

Attend this workshop to learn why keeping and increasing the amount of mail in service performance measurement is beneficial to you and your customers. Learn what you can do to make sure your mail is included in measurement, understand the common exclusion reasons and how to prevent them, and why quality and accurate mail delivery documentation matter. Learn how to access and utilize the new external Service Performance Measurement (SPM) Exclusions by CRID tool to view data about your mail so you can investigate resolutions for identified exclusions. Take the time to engage with the experts in this informative workshop and walk away with valuable insights on how to measure what you treasure.

Power Your Clients’ Direct Response Campaigns with Predictive Analytics

Take the guesswork out of campaign performance! Predictive Analytics enables direct marketers to determine precisely which prospects to target for the highest response possible. In this workshop, we’ll share real-world examples of marketers that leveraged Predictive Analytics to improve campaign response by up to 26% and experienced long-term success, campaign after campaign.

Seamless Acceptance and Informed Visibility Work Together

Commercial mailers are now beginning to take advantage of Seamless Acceptance—improved workflow, easier mail induction, and a postage discount. Integrating Informed Visibility with it can make it even better. Use Informed Visibility with Seamless Acceptance to document mail dates for your customers, investigate undocumented assessments, and keep better control of your mail induction process. Of course, this is in addition to all the other benefits of mail tracking with Informed Visibility you already enjoy. This workshop will provide specific examples and processes you can use to make your mailing operations better today.

Smarter, Faster, Cheaper

The Postal Service offers generous incentives to lower the per-piece cost mailing commercial letters and flats as well as electronic options to make the process easier. In this workshop, learn the processes and systems required to ensure a great experience with commercial mail. The Postal Service is consistently improving options for commercial mailing through electronic programs such as Full-Service, Seamless Acceptance, and the Enterprise Payment System. These programs harness vast amounts of data, which allow customers new insights into their mailings and provide for greater control over payment as well as the ability to deposit money electronically. This workshop will guide you through the steps for today’s streamlined commercial mail, in order for your organization to be successful in leaving the era of hard copy statements and manual processes behind.

Technology Initiatives that Drive Address Quality

In this workshop, learn how USPS is driving Address Quality by optimizing Delivery Point Sequencing, redefining Preferred Last Line practices and leveraging Mobile GPS Device technology.

The Answer is Cloud-Powered Postal Data

If you are a data company, and you face the reality that every company is a data company, the migration from an on-premise environment to the cloud can appear to be a monolithic endeavor. Moving to the agility and malleability of a cloud service, such as AWS, can be the difference between corrupted customer data and having the forward-looking features and functionality that allows an organization to move to a new and better horizon. Postal data has been growing year after year for the past decade. The number of data points, insights, and intelligence housed is game-changing intelligence. Data needs to be protected in a single location where it can gain a rigorous defensive posture. Where’s My Mail? Creating Business Efficiencies and Customer Engagement with Informed Visibility®

Informed Visibility® (IV®) provides near-real-time tracking of mailpieces. The value of IV is more than mail-tracking data; it drives true business intelligence. In this workshop, you’ll hear customer success stories about how this powerful platform is used to make better business decisions and improve mail ROI. Come learn how you can get actionable data out of your mailings and campaigns.

Smarter, Faster, Cheaper

Where to Begin, Bringing an Offline Touch to an Online Experience

Getting started connecting your direct mail to an online experience can be a process full of “where to start” questions. In this workshop, we will provide an overview of several opportunities where you can increase the response rate on your direct mail. It is proven a multi-channel approach and follow up can significantly increase the response rate. With the incentive discounts available from the USPS these strategies can also help reduce your postage bill. The discussion will provide a high-level introduction to Informed Delivery, QR Codes, Retargeting, Smart speaker technology, and enhancing direct mail with email.

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eCOMMERCE: STEPS TO SHIPPING SUCCESS

31 Flavors of B2C Parcel Delivery
The Parcel Industry has failed to realize that the business-to-consumer parcel market is much more than just a difference in addresses as deliveries shift residences from offices. The B2C market is like the 31 flavors at an ice cream parlor, whereas the business-to-business market is more like the three flavors found at family restaurants. Attend this workshop to recognize the need to make the pricing and operational changes needed to support consumers’ needs for 31 flavors of parcel deliveries.

Adopting to Ever-changing Consumer Habits By Improving Technology
Over the past 24 months, the eCommerce market has experienced a huge shift in consumer buying at an accelerated rate few expected or planned for. During this workshop, we will explore the impact of the global pandemic and how it is changing consumer behaviors. As consumer habits change, this influences every aspect of eCommerce, including, marketplaces, D2C, brand loyalty, logistics and returns. Learn how technology companies are quickly and efficiently providing the tools necessary to keep up with the ever-changing eCommerce environment.

Consumer Perspective – Returns are Hard; How Technology and Open Network Can Solve Their Pain
Everyone – customers, retailers, small business shippers, carriers – can all agree that eCommerce returns are a major and growing problem. From the customer’s perspective, there are a lot of options which can be confusing, overwhelming, and downright annoying when you have multiple returns at the same time, often with a less than great customer experience. This workshop will focus on how multiple returns at the same time, often with a less than great customer experience. Discover why the last mile is spurring innovation and what this means for different technologies and models.

Does Your Returns Strategy Line up with Consumer Preferences?
Join us for a workshop on the challenges of meeting consumer preferences around returns. We’ll share the latest poll research, which shows how consumer preferences have shifted and continue to change during the Covid pandemic. How does your return strategy line up with delivering a great customer experience? How do you do this cost-effectively? It turns out that you need to offer more choices and we provide a practical road map for leveraging the USPS to help your business adapt.

eCommerce: Fulfillment is the New Differentiator
With 16% of new retail now being conducted via eCommerce, and more than 60% of all purchase decisions being influenced by digital shopping tools, customer expectations are changing rapidly, not only for the purchase process, but for the fulfillment and post-purchase customer experience as well. Being able to set delivery expectations, manage exceptions, and communication throughout the fulfillment process is now critical. Logistic and reverse logistics have now become a competitive differentiator for retailers and brands trying to meet the needs of the modern consumer. In this workshop, we’ll highlight the retail trends and changing customer expectations that have now raised the bar on what retailers and shippers need to offer to stay competitive. We will demonstrate the innovations that retailers and shippers are deploying to make fulfillment more than just an operations function – but also an increased revenue generator and marketplace differentiator with services that create long term loyalty.

Fulfillment Trends in 2022 and Beyond
Third party fulfillment has been a topic that has garnered a great deal of attention during the pandemic. Long a tool for shippers when volume became unwieldy, it is now being used to locate inventory closer to end consumers, among many other reasons. This workshop will explore the growth of fulfillment providers, trends to watch in 2022 and beyond, including microfulfillment, kitting/bundling, local delivery/ same day, how to segment inventory for the right channels and a host of other trends and criteria shippers should use when selecting a fulfillment provider.

How E-Tailers Have Helped Customers Cope
Covid-19 has altered how the entire globe transacts and trades. This workshop will touch on and present case studies on how the adoption of the software usage has accelerated tremendously during the pandemic, enabling retailers that were forced to shut down store fronts to sell online and over the phone; companies that shifted their entire business line B2B shifts to B2C, and the elder population being forced to stay indoors yet still stay connected with their social groups and families.

Last but Certainly Not Least: Why the Last Mile is a Hotbed for Innovation
As eCommerce volumes continue to grow year-after-year, the importance of the last mile has become more evident. Across the industry, there has been a focus on innovations to improve the last mile of deliveries: from apps for delivery recipients, to futuristic drones and self-driving vehicles. This workshop will address why the last mile is a Hotbed for Innovation and discuss how shippers can utilize 2D barcodes on their labels as well as exploring additional possibilities with 2D barcodes.

Real-Time Package Tracking
Where is my package is one of the most frequently asked questions of any customer? With the use of modern IoT tracking tools, we can answer that with even greater granularity than the usual package scans. Join us in this workshop as we take you through the process of real-time package tracking.

The Benefits of a Commercial Payment System for Package Services
Attend this workshop to take advantage of mailing packages with the United States Postal Service using a commercial payment system. We’ll discuss the systems and tools that will support and help grow your package business. We’ll also share new technologies that will enhance the package mailer’s Customer Experience.

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 price 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 utmost value at the lowest cost.

USPS Connect
This workshop will elaborate on the set of four delivery solutions that are a part of USPS Connect and how they have been designed to meet the evolving needs of all businesses.

USPS Connect Regional
Many customers say the delivery experience directly impacts their decision to shop with a merchant again in the future. USPS Connect Regional provides solutions for these delivery needs. Learn more about the power of regional entry points – Network Distribution Centers, Plants and Hubs – to reach your customers in one to two days.

Package Visibility and Barcoding Innovations
Attend this workshop and learn how to attain optimal visibility of your packages by practicing some key techniques and by using a two-dimensional barcode on your shipping labels. You’ll learn the relationship between labels and package visibility and labeling tips. You’ll also learn about USPS’ 2D Barcode pilot; what it means for visibility and what it means for shippers. We’ll also discuss how shippers can utilize 2D barcodes on their labels as well as exploring additional possibilities with 2D barcodes.

Package Mailer’s Customer Experience
The latest about USPS Tracking enhancements and solutions that are a part of USPS Connect and how they have been designed to meet the evolving needs of all businesses.

Faster and more flexible delivery options are on the rise while price 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 utmost value at the lowest cost.

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LEADERSHIP & PROFESSIONAL DEVELOPMENT: CHARACTERISTICS OF SUCCESS

Best Practices of Great Leaders
Organizations are crying out for effective leaders, and here is your opportunity to taking another step to become one. This presentation will identify and display the proven practices of effective leaders, so come prepared to achieve a new level of leadership excellence. Included will be an overview of the Best Practices from top performing leaders and managers based on recent comprehensive research. Twenty best practices and the Five absolutes to get high performance and results will be shared. Come prepared to learn and to be motivated to achieve a new level of leadership excellence!

Customer Experience's (CX) Next Horizon: Human Experience (HX)
Human beings commonly crave enduring experiences that connect them. In recent years, technological developments have enabled us to connect in new and amazing ways never previously possible, and yet, have left us feeling less... human. Come learn about the new frontier of CX - HX - and how mail and parcels can elevate the “human experience” by creating and fostering more human connections in an overly digital world. Understanding CX impacts can aid decision-making regarding the cost/benefit analysis of improvements to services provided, from payment policies, to fulfillment processes, to issue resolution, and ongoing loyalty/relationship optimization.

Direct Effect Ambassador Program – You Can Make an Impact
This fast-paced program will give you everything you need to know on how you can impact the next generation of Direct Marketing Professionals. We will discuss goals for the program, resources available, and formal online training. Take this opportunity to join us and recruit the next generation.

From Stress to Success
Take time to explore who you are, where you are going and how you will get there. This interactive workshop will teach you a systematic process of self-discovery to help control your life by examining how personality, self-fulfilling prophecies and personal expectations impact success. At the conclusion of the workshop, each participant will complete a self-scoring personal stress profile; develop techniques to identify the stressors of work; identify motivators of success; create a personal vision of success.

Improving PCC Member Participation
Successful PCCs need active participation of members from all levels. Unless people are directly involved, they don’t know what your PCC needs. If we don’t ask people, we can’t expect them to participate. What’s the best way to get volunteers? Ask people – directly. Do you want people to join the PCC? Call them up and ask them. Do you want people to join the board? Ask them. Do you want people to participate in committees? Ask them. It isn’t always easy to be direct. It’s just the best path to success.

Keys to Building Great Workplaces
An organization will only achieve its fullest potential when people are engaged and inspired to do their best work. Research shows highly engaged employees on average are 50% more likely to exceed expectations than the least engaged workers. Companies with highly engaged people outperform organizations with the most disengaged workers – by 54% in employee retention, 89% in customer satisfaction and by nearly 2 to 1 in financial performance. How do we create great workplaces that maximize our employee’s engagement and potential – and the potential of the larger organization? In this workshop we will explore recent research and 15 imperatives to build great work places that will inspire our people and help them achieved their fullest potential.

Leading and Mentoring During Challenging Times
In this workshop, we will cover how even in stressful times you can still successfully lead and mentor your mail services staff. We’ll review policies and procedures for mail center operations and what we’ve added since going through the pandemic. We’ll further discuss the strengths needed for a good manager to succeed during a major crisis, and how even a strong manager can near a breaking point. These last couple of years have been challenging so we will be stressing the positives over the negatives. By talking about lessons learned we will identify flaws in our operations and what changes we made to improve them.

USPS Connect Returns
A growing segment of today’s customer experience is the returns process. In fact, most customers agree the way retailers handle returns influences whether they will purchase from that retailer in the future. This workshop will examine the process of USPS Connect Returns, how USPS services make it easy for customers to return products so they keep coming back, and how retailers can restock and resell even faster.

USPS Expedited Packaging Supplies
Success in business is often defined by the bottom line. The bottom line with shipping is that supplies come at a cost which impact profits. Free is always a great price point to learn more about how USPS Expedited Packaging Supplies can help you reach your bottom line and the requirements for obtaining them.

Value Add Opportunities to Increase Package Visibility and Decrease Fraud
Learn about value-added services the USPS is currently working on to provide increased package visibility, digital delivery verification, and early potential fraud detection. Programs include: Advanced Expected Delivery™, USPS VeriPoint™, USPS Tracking Plus™ and VeriPoint Plus Fraud Detection APIs.
Leading in the New World
Socrates comes to the National Postal Forum! This workshop is centered on you and your skills as a leader in this ever-developing world of change. The presenters will answer your questions on: Learning new ways of communicating, Embracing new opportunities and attitudes toward work, Developing a sense of emotional safety, Building inclusive and connected hybrid teams, and Owning your own destiny.

On Becoming My Better Self
This workshop is designed to teach the principles which make up self-esteem, confidence and self-actualization, so that participants can begin improving their outlook on life while reaching a higher level of self-satisfaction.

Postal Customer Councils and the Next Generation of Mailers
As we enter the post-pandemic phase of the last few years, the mailing and shipping industry has experienced significant changes in the way it does business, and the people that it does business with. Logistical restructuring, telework scheduling, and mass retirements have permanently altered our infrastructure. Come learn how the Postal Customer Councils (PCC) are playing a pivotal role in maintaining the strength of our community through its network, and what you can do to ensure that the next generation of mailers take our industry to new heights.

Time Management in the Hybrid Work Environment
The new Covid-19 present hybrid work environment (in-person work, remote work, and a mix of both) has us busier than ever. Learn practical tips and methods to focus your personal work, remote work, and a mix of both) has us busier than ever. Learn practical tips and methods to focus your and your team’s energy and time to make the most impact.

The Invisible Network Strategies of Successful People – Counterintuitive Ways to Innovate, Execute and Thrive at Work
Understanding the Basics of Human Social Networks and their role in leadership development, this workshop introduces the concept of network perspective: what it is, why it matters, and how to develop it. We’ll discuss how developing a network perspective can foster learning, growth, and change for individuals, groups and organizations. People with network perspective understand the dynamic web of connections that have an impact on their work, their leadership, and the leadership culture of their organization. They can identity patterns of relationships and people in their personal network and the broader organizational network that will foster strategic success—and those that will inhibit or undermine it.

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 the US Postal Service 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 US Postal Service organization and regulations, and mail center management.

Boot Camp for Mail Center Managers Part 2
Attend this Part 2 workshop and hear from leading speakers in the industry. Here you’ll learn mail center management trends and technology, as well as additional focus on Management 101 and professional development.

Empowering Frontline Workers for the Next Generation
While frontline workers make up over 70% of the workforce, there is still a lack of focus on leveraging modern technology to streamline and improve operations. In this workshop, we’ll discuss cost-effective technology that is helping to modernize frontline work for the digital age.

Form vs. Function
Mailing is complex and nobody knows that better than the people who manage the process from end-to-end. But how do you simplify complexity and match needs to the right mail solution all while managing costs? You need to know: 1) What is being mailed. 2) What is the right classification to use to meet client needs? 3) What tracking and visibility is needed. Attend this workshop to learn tips and techniques for choosing the right mailing solution and best implementation practices to ensure an optimal client experience.

Hot Topics for Mail Owners
In this workshop we’ll discuss the most important issues facing mail owners today. We’ll engage audience in conversation, harnessing the collective knowledge in the room with an interactive session. Topics include security and privacy, Adapting Mail and Business Process to adjust for changes under the DFA plan, Legislation and PRC issues, Promotions, Informed Delivery, Secure Destruction, getting involved with Industry Associations, and audience generated topics. The workshop panel is composed of industry leaders with a strong First Class Mail knowledge and business expertise who are also mail owners. These experts will share their knowledge and experience as well as providing real world examples of how manage business and mailing processes.
Integrated Direct Mail

Proving effectiveness of direct mail can be a challenge and can often lead to questions as to how well the offline strategy is actually working. Learn how you can eliminate the guessing game with technology integration strategies that allow you to seamlessly track the results of direct mail while enhancing the overall conversion rate by an average of 23-46% with multiple touch points. Also learn more about technology that can identify anonymous website visitors to build 9-18% response rate mailing lists in addition to identifying direct mail recipients who responded and went to the website to prove the effectiveness of direct mail.

Key takeaways include: 5 ways to improve your direct mail response rate with low-cost technology add-ons; using marketing metrics to validate direct mail ROI and adding incremental revenue with direct mail retargeting strategies.

Labor and Logistics: Strategies to Mitigate Challenges Brought on by Pandemic

More than 50% of in-plant mailers are struggling to fill open positions. Logistic costs have increased exponentially and finding providers continues to be a challenge. What can a mailer do? Attend this workshop to hear strategies your peers are deploying to lessen the impact to their businesses. Learn about logistics options, ways to retain and recruit qualified labor and best practices you can implement to ensure your mailing operation runs efficiently while maintaining a positive client experience.

Making the Most of the USPS Enterprise Payment System (EPS)

EPS provides businesses the ability to view their postage transactions, export reports, and manage accounts in a single portal. This workshop will cover the “nuts & bolts” of how to create, grant access, and manage your EPS accounts. It will also provide the perspective of Mailing Industry EPS users whether they be mail owners or mail service providers. Discussion will include best practices, what’s new in EPS, managing your EPS through Informed Visibility (IV), and other tools & tips to use EPS as effectively as possible. This workshop is intended to be interactive so please come with your questions!

Maximizing Your Mail Experience Through Commingling

Discover the many benefits – for your company and the USPS – of using commingling to maximize your mail experience. Even if you plan to protect your own mail, using commingling 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 commingling mail environment is not one-size-fits-all, there are options and programs designed to suit all types of mail and mailers —attend this workshop to find out how your company can improve its mailing experience with commingling and how to find quality Commingle Mail Service Providers!

Mitigating the Great Resignation with Automated Workflows

Let’s face it, the Covid pandemic has been a significant challenge for many companies and has now led to what is being called the Great Resignation. Finding and retaining key employees to operate the ever-increasing complexity of mail preparation technology is a substantial challenge. However, there may be an alternative path with automated mailing workflows to streamline processing, be future-ready for USPS changes, and reduce dependency on manual and costly processes. In this workshop, we will explore how some mailers have used the pandemic as a “pause of opportunity” to mitigate the challenges of the Great Resignation with enhanced automated workflows. We will also look at the latest in software and data technology that can ensure business continuity and reduce overall operating expenses.

MTAC 101 - What is MTAC and How to Get Involved

This workshop will focus on the ins and outs of the Mailers Technical Advisory Committee (MTAC). MTAC members serve at the pleasure of the Postmaster General. Our mission is to advise on ways that we can help USPS improve its products and services for the industry to help it grow its revenues and reduce its costs. Attendees will walk away with a good grasp of how it is organized, what gets discussed, how changes are implemented, membership advantages, how to access the right subject matter experts, and submitting recommendations. Whether you are a mail owner, shipper, software or hardware vendor, Mail Service Provider, USPS employee, Government employee or media, you will all benefit from some aspect of MTAC.

NCOA versus ACS - One or the Other or Both?

This workshop will cover comprehensive detail about best practices using NCOA and ACS. It will relate use cases for meeting the Move Update standard and offer tips for using NCOA and ACS return information to implement a robust Address Quality Practice for pre-mailing NCOA and post mailing ACS. The use of proper STID’s will be discussed when using ACS - and will discuss why electronic ACS is the way to go.

Oppo$ Goofs & Flubs

This workshop will take you through a fun session of what NOT to do in Data, Production, and Mailing and how some of these mistakes can affect the USPS Scorecard. The workshop panel will start with Data Flubs, Printing Goofs, and Mailing Ooops. They’ll explore funding issues, presorting issues to incentive programs gone bad. Did a third party take the time to set up the ID campaign? Did the Creative Agency get too creative with a black envelope? Do you use the USPS Scorecard to make business decisions or ignore it until you get an assessment email? They’ll cover UAA, Scan Rates, Read Rates, and incorrect STIDS, MIDS and CRIDS. They’ll cover what not to do in Data, Production (imaging), Bindery (fold and Tabs), Presort (wrong class), Seamless and Edocs and much more, including USPS tools and tips along with best practices for Quality Control and the best outcomes.

Quality: Meeting or Exceeding Customer Expectations By Reducing Waste in Your Operations

In order keep your external customers happy, understanding the eight potential wastes of an organization is the first step. In this workshop we will take you through DOWNTIME – the eight waste portal in an organization. Defects, Overproduction, Wasting, Non-value added behavior, Transportation, Inventory, Motion and Extra processing. Focusing only on things a customer is willing to pay for, and removing all those non-value added items is the key to producing products that exceed customer expectations and keep your business thriving.

Responding to Covid: How a Mail Company Changed to Keep Personnel Safe and Working

When Covid-19 first arrived, buildings were closed and operations were interrupted. In this workshop learn how a mail operations company effectively adapted and responded to these challenges by going digital. And find out how using technology to support a safe remote workforce, is also making mail more accessible and trackable than ever before.

Sustainability and Environmental Commitment at USPS

The presenters will highlight how the Postal Service is committed to sustainability and environmentally focused solutions and targets to reduce greenhouse gas emissions, energy, fuel, and waste. The workshop will also provide an overview of our sustainable packaging and environmentally preferable products in our supply chain that reduce the environmental footprint of our customers.

The Changing World of Periodicals

Periodicals play an important role in our country. Market forces and technological changes are impacting many publications. Learn what the Postal Service is doing to keep Periodicals as the “Anchor in the Mailbox.” Find out about recent changes to sending Periodicals and other best practices.

The Importance of Mailpiece Design

Who’s going to pay for it? The rising cost of postage rates and failing to meet minimum mailing dimensions for commercial mail can bust your budget. Let’s discuss the common mistakes of mailpiece design and how to avoid them. As the Postal Service moves to seamless acceptance this discussion is crucial for printers and mailers as the mailers landscape of a mailpiece’s competitive edge and the need for organizational sustainability increases.

The Post-Covid Mail Center

As employees return to the office, many mail operations will need to pivot to accommodate new, and future processes as the Covid-19 pandemic comes to an end. In this workshop, mail center managers will discuss new processes that will support both the return to the office and a hybrid workforce. Intelligent lockers, touch-free delivery/pick-up, on-demand requests, digital mail, mail forwarding preferences, and desktop shipping are all workflows that any post-Covid mail center can implement.

Thinking about Outsourcing Your Print Production?

Hear from the trenches the real-life considerations you need to keep in mind when considering outsourcing your print production operations – the multitude of workflows, processes and functions across an enterprise that need to be involved in the decisions.

Top Trends Affecting International Mailing

Emerging technology is driving some of the biggest changes we’ve seen yet on the global stage. Transportation and supply chain problems have created unusual disruptions. While looking into the future on a global scale is an uncertain proposition. In this workshop, we will tackle the big disruptors and the major regulatory changes for international mailing and customs duties and sales taxes obligations.
Treating Return Mail with the Care it Deserves

So much care, creativity, and compliance go into the mailing process. From address hygiene, quality control processes, planning delivery windows, to tracing mail through the supply chain. But what happens when the mail piece you invested in doesn’t make it to the intended audience? Does it just sit in a closet and gather dust? Or is the process you use today seem cumbersome and expensive? Join us as we provide tips on how to get organizational alignment on your return mail goals. We will then walk through the options and considerations as you develop a solution to reach those goals. Through real-life examples, we will help you understand the practical application of digital options such as Secure Destruction and ACS solutions. We will also explore managing the physical aspects return mail such as security, culling the return mail to storing and archiving images.

Using Address Quality to Improve UAA, Using UAA to Improve Address Quality

The way to improve Address Quality and reduce Undeliverable-As-Addressed (UAA) mail to generate more deliverable mail, reduce compliance and fraud risks, and improve overall business operations is to connect and close the loop of the available tools and data. In this workshop, we will discuss both standard and best practice processes to use Address Quality to reduce UAA and to use UAA data to improve Address Quality to the benefit of your business operations (not just mail).

USPS Special Services: An Essential Cornerstone of Security and Accountability

A must-see workshop to discover how Special Services add value to your mailings by providing security and accountability. Added benefits permit you to verify mail receipt and delivery, obtain signatures, insure mail contents, and register mail for additional protection. Adding services such as Certified Mail, Registered Mail, Hold Mail, and Certificate of Mailing will add value, increase effectiveness and protect yourselves and your customers. Learn how Qualified Business Reply Mail with Intelligent Mail Barcode Accounting can streamline and maximize your returns. Finally, learn how services such as Premium Forwarding Service Commercial can play a significant role in continuity of operations.

Where Did My Customers Go Now?

Keeping up with customers on the move has been especially challenging during the Covid pandemic. As employees have transitioned to home offices, it leaves many mailers wondering where is my customer physically located now, and how can I effectively message to them? In this workshop, we will review the latest best practices in address quality including change of address processing using both USPS and industry sourced data. As “data detectives”, we will seek for key clues that can help us determine how to keep up with customers on the move in a post-pandemic world.

Who Would Have Thought? Mail Centers During & Beyond the Pandemic

Managing the mail center for a large organization during the past several years certainly brought a whole set of new problems and issues that needed to be overcome! This workshop will explore the ways that two large institutions adapted and implemented creative measures to maintain mail operations during the pandemic and what to expect into the future.

“Direct Mail Campaign Didn’t Work!”

If you are an industry professional then you are no stranger to hearing this on both sides of the sale starting with “if it works I will spend way more money with you...” to “my direct mail campaign didn’t work, I received zero business from it.” If you are a marketer there is no doubt that you have struggled with proving attribution and true return on your investment with direct mail. The vicious circle of offline marketing attribution has been a challenge for decades; it’s time to break the wheel. Join this myth-busters workshop that uncovers the REAL attribution of direct mail and breaks down all barriers to proving what we all know to be true – DIRECT MAIL WORKS!

2022 State of Direct Mail Marketing

In this workshop we’ll present insights on the state of direct mail marketing and shed new light on the approach, effectiveness, and best practices of modern direct mail marketers. Join us as we explore how software is streamlining the direct mail processes and making it easier for marketers to run targeted personalized campaigns with complete analytics and campaign attribution. We’ll share how top mailers are increasing time to value by 150% with automation and technology like utilizing hyper-personalization and trigger-based direct mail to significantly improve response rates, and how to use direct mail to increase the ROI of your acquisition and retention omnichannel campaigns by as much as 27%.

Authentically Inclusive Marketing

While the marketing function is increasingly focusing on more inclusive advertising, consumers—who are increasingly diverse—expect brands to follow through on these promises. Learn more about three ways marketing can do this.

Case Study in Customer Satisfaction

One bad piece of mail is too many. If a high-value mail piece does not reach a customer, that could lead to a damaged relationship. The larger the organization, the more diverse and more priorities there are regarding goals, purposes, needs, restrictions, regulations, and requirements. It makes sense that larger organizations implement multiple “Best Practices” regarding customer satisfaction and addressing. This workshop will explore the tools, services, processes, and real-life examples around address quality and the best practices on when, where, and how to use them. You will learn how a large company manages its mail and how that makes a difference.

Data Driven: The Key Attribute that Makes Mail a Viable Marketing Channel

Not all marketing channels are created equal—costs, response rates, reach, and ability to segment varies. This workshop with discuss the data-driven attributes of mail including identity mapping, profiling, and predictive modeling. Learn strategies for capturing the true value of mail —through tracking direct results, attribution, calculating return on investment. Learn how mail can be a catalyst to engagement in other channels.

Direct Mail Technology: The Key to Delivering the Right Message to the Right Audience at the Right Time

Why do 2/3 of marketers say that direct mail is the best performing channel? Because when done right, direct mail response rates dwarf those of other channels. In this workshop learn how Direct Mail technology makes mail campaigns more effective and easier to manage by: 1) Sending personalized mail in hundreds of variations in a matter of days. 2) Triggering messages to prospects who have visited a website or reached a critical stage in their customer journey. 3) Using lookalike models to identify prospects similar to their best customers. 4) Warming up prospects with digital channels before a mail piece arrives, and remind them about it afterwards. 5) Using QR codes, SMS text, voice response, vanity phone numbers, and matchback to track direct mail’s effectiveness.

Direct Mail: The Key to Marketing Success

Marketers are showing renewed interest in direct mail—and for good reason. The recently released ANA Response Rate Report 2021 identified letter-sized, enveloped mailpieces delivered to prospect lists as producing the highest ROI (121%) across all marketing channels studied. In addition, Winterberry Group predicts marketers will spend $43.4 billion on direct mail in 2022, an increase of 3.5% compared to 2021. Successful direct mail is engaging, compelling, and propelled by creativity, data, and analytics, direct mail is a premier channel for driving consumer response. This workshop will explore the strategies, techniques, and technologies now available to create a personalized experience for each prospect and deliver the best return on investment for campaigns.

PUSHING THE ENVELOPE: WHY MAIL WORKS

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Elevating the Hybrid Marketing Experience
As brands deliver new digital experiences that meet changing customer preferences, the next step is to enhance hybrid customer experiences—and mail can be part of that solution. In this workshop, learn how contemporary brands are using hybrid experiences to build customer relationships using personalization, rapid feedback and data infrastructure.

How to Get a Piece of Political Campaign Dollars Spent in 2022

How to Grow Your Business Using Data Science: No Degree Required
Buzzwords like “Artificial Intelligence” and “Data Science” are hot topics in today’s marketing circles. But what can AI-technology paired with marketing data actually do for printers, direct response marketers and agencies? Join this workshop if you want a practical, step-by-step strategy on how on-demand platforms are helping companies harness the power of data science to build predictive, high-performance audiences. You’ll learn: 1) Four quick steps to create AI-driven audiences for direct mail targeting. 2) How printers are using on-demand data tools to unlock new revenue streams without growing headcount. 3) Why AI models can grow the volume of your data-driven campaigns without sacrificing performance. 4) A simple hack to seamlessly launch direct mail + digital campaigns. 5) How AI-technology can help direct mail providers attract digital-first buyers. No training. No coding. No big budgets. Just the power of data science for everyone!

Mail Marketing in the Post-Cookie World – Informed Delivery as a Tool to Enhance Your First Party Data
Cookies are changing – and not from chocolate chip to oatmeal. What was the industry standard for gathering third party consumer data across online channels is going to go away in 2023. In its place, in-house, first party data will take a new prominence in targeting the right message, to the right consumer, in the right channel. Using in-house data to drive your omnichannel marketing mix is more important than ever in making sure your message is driving the consumer response you desire. Informed Delivery with Mail not only adds a digital channel to your physical marketing, but also provides a wealth of information about the performance of your mail message that can enhance the first-party data you already have. During this workshop, we’ll talk briefly about the changes happening in the digital marketing space and how mail with Informed Delivery can – and should – take new prominence in your omnichannel marketing mix. This workshop is appropriate for a business audience interested in identifying and using marketing insights data.

Mailing Innovations and Promotions
Learn how the 2022 promotions continues to incent mailers to innovate in the mail with new print techniques, interactive designs to better engage consumer with the mail and drive higher ROIs.

Simple Options for Simple Mailing
This workshop will demonstrate how to create electronic documentation using Postal tools, (e.g., Postal Wizard and iMsb) and it is designed for smaller volume mailers that have not adopted any electronic documentation processes or methods yet.

The Future Is Adaptive: How to Leverage Design Excellence to Create a Personalized and Effective Omni-Channel Communication Strategy
In today’s world where consumers are inundated with communication across a variety of channels it can be difficult to crack the code on customer engagement. Customers expect every interaction to be personalized and relevant to them. Marketers who combine USPS Marketing Mail with digital marketing show more effective campaign metrics. How do you ensure your print strategy adapts to the digital evolution and ultimately drives exceptional customer experience? In this workshop learn how industry-leading businesses effectively leverage their print and mail communications with digital tactics that eliminate customer confusion and deliver real business results. You’ll learn how to: Leverage customer-centric design to create clear and effective print and mail communications; Know your customer better than they know themselves and understand how print communications fit into your customer experience; Implement effective personalization and targeting tactics that impact marketing campaign growth; Ensure your brand is future-proofed and equipped with technology and tools to adapt.

The Future of Direct Mail: Marketer and Consumer Attitudes About the Response Rate Champion
In this workshop we will reveal recent research on what role direct mail plays on consumers and B2B marketers. What direct marketers are doing to reach today’s consumer? Which marketing tactics are resonating with consumers? And how direct mail fits into it all. We’ll also cover direct mail engagement across generations, what direct mail feature inspire the most action, and what consumers feel could make their marketing mail more useful for them. We’ll share from a marketer’s perspective, which channels worked best for them during the pandemic, what omnichannel tactics they are employing to support direct mail campaigns, and where direct mail fits compared to other channels in their future marketing plans.

The Future of Marketing
This workshop offers solid foundational knowledge of marketing automation and how it can support your business far into the future. Learn some of the industry-best practices to help create the best marketing automation experience for your business and your customers, and see the powerful impact mail can have on successful marketing automation campaigns.

Turning up the Volume on Your Transactional Mail
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 the latest trends and share information about the latest, newest mail product and Connect Local Mail.

What’s in the Mail – DMM 101
This workshop is intended for attendees new to the mailing industry as well as shippers. We’ll discuss content and preparation limitations found in the DMM: What can be mailed, Hazmat, Lives, Perishables, Lithium batteries, PACT Act products, Library/Media mail, etc.

Winning More Political Campaign Dollars in 2022 Amidst a Paper Crisis
In this session, we will explore the upcoming challenges of getting the most value from Political Campaign Dollars. This workshop will share how to leverage additional exposure though USPS Informed Visibility and Informed Delivery, discuss what potential incentives are available, discuss logistics for Destination SCF drop shipments, outline the concept of new size ideas focusing on resources and targeting tactics that impact marketing campaign growth; Ensure your brand is future-proofed and equipped with technology and tools to adapt. Winning More Political Campaign Dollars in 2022 Amidst a Paper Crisis
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