



# National Postal Forum - Phoenix, AZ

May 15 - 18

## Sunday - May 15

ROOM	Jr. Ballroom - 301A West	221AB	221C	222AB	222C	223	224A	224B
<b>PERIOD 1</b> 1:30 PM - 2:30 PM		Orientation Session	How MSPs and Mail Owners Can Utilize IV and ID Data to Improve ROI on their Marketing Budgets	Mitigating the Great Resignation with Automated Workflows		Real Time Package Tracking	Making the Most of the USPS Enterprise Payment System	CASS Cycle O: What You Need to Know!
<b>PERIOD 2</b> 2:45 PM - 3:45 PM	USPS Connect Local: Connecting Communities	Last But Certainly Not Least: Why the Last Mile is a Hotbed for Innovation	Authentically Inclusive Marketing	Creating Your New Digital Marketing Channel with Informed Delivery Package Campaigns	The Answer is Cloud-Powered Postal Data	MTAC 101: What is MTAC and How to Get Involved	Direct Mail 101: Mailing Made Easy	Does Your Returns Strategy Line up With Customer Preferences?
<b>PERIOD 3</b> 4:00 PM - 5:00 PM	PCC General Session	Innovative Technology Driving the Future Postal Service	Quality: Meeting or Exceeding Customer Expectations by Reducing Waste in Your Operations	How to Grow Your Business Using Data Science: No Degree Required	USPS Expedited Packaging Supplies	Turning up the Volume on your Transactional Mail	Power Your Client's Direct Response Campaigns with Predictive Analytics	Treating Return Mail with the Care it Deserves
5:30 PM - 7:00 PM	<b>Welcome Reception - Hyatt Hotel</b>							



# National Postal Forum - Phoenix, AZ

May 15 - 18

## Monday - May 16

8:00 AM - 9:30 AM		PMG Keynote - North Ballroom - Convention Center						
9:30 AM - 4:00 PM		Exhibit Hall Hours (9:30 am - 4:00 pm) and Exclusive Exhibit Hall Time (9:30 am - 11:00 am, 3:15 pm - 3:45 pm and 12:00 pm - 1:00 pm)						
ROOM	Jr. Ballroom - 301A West	221AB	221C	222AB	222C	223	224A	224B
PERIOD 4 11:00 AM - 12:00 PM	Modernizing USPS Network: Facility Investments & Operational Redesign for Service Improvement	New Data Requirements for Cross-Border Shipping in 2022	Customer Experience's (CS) Next Horizon: Human Experience (HX)	Package Payment Platform		The Future of Direct Mail: Marketer and Consumer Attitudes About the Response Rate Champion	Boot Camp for Mail Center Managers Part 1	The Post Covid Mail Center
12:00 PM - 1:00 PM								
PERIOD 5 1:00 PM - 2:00 PM		Direct Mail Technology: The Key to Delivering the Right Message to the Right Audience at the Right Time	Leading and Mentoring During Challenging Times	Postal Customer Councils and the Next Generation of Mailers	Adapting to Ever-Changing Consumer Habits by Improving Technology	Maximizing Your Mail Experience Through Commingle	Informed Delivery Program Update: Review and Forecast	How to Get a Piece of the Political Campaign Dollars Spent in 2022
PERIOD 6 2:15 PM - 3:15 PM		Latest and Greatest Innovation in Postal Technology	Data Driven: The Key Attribute that Makes Mail a Viable Marketing Channel	Customer Data: Your Greatest Tool or Hinderance?	Hot Topics for Mail Industry	Best Practices of Great Leaders	Where Did My Customers Go Now?	Fulfillment Trends in 2022 and Beyond
PERIOD 7 4:00 PM - 5:00 PM	Impacts of Transformation: Better Structured to Match Service Performance Customer Needs	Where's My Mail? - Creating Business Efficiencies and Customer Engagement with Informed Visibility	Where to Begin: Bringing an Offline Touch to an Online Experience	USPS Connect Returns	Empowering Frontline Workers for the Next Generation	Responding to COVID: How CMS Mail Services Changed to Keep Personnel Safe and Working	Simple Options for Simple Mailings	On Becoming My Better Self
5:30 PM - 7:00 PM		PCC Reception - Sheraton Hotel						



# National Postal Forum - Phoenix, AZ

## May 15 - 18

### Tuesday - May 17

ROOM	Jr. Ballroom - 301A West	221AB	221C	222AB	222C	223	224A	224B
<b>PERIOD 8</b> 8:00 AM - 9:00 AM	Empowering Our People: Realigning to Support USPS Mission	Boot Camp for Mail Center Managers Part 2	Keys to Building Great Workplaces	Ensuring Superior Supply Chain Solutions, Today and Tomorrow! SM 2022 and Beyond	Package Visibility and Barcoding Innovations	Oop\$, Goof\$ & Flub\$	Mailing Innovations and Promotions	Smarter, Faster and Cheaper
9:30 AM - 5:30 PM	<b>Exhibit Hall Hours (9:30 am - 5:30 pm) and Exclusive Exhibit Hall Time (9:30 am - 11:00 am and 4:00 pm - 5:30 pm)</b>							
<b>PERIOD 9</b> 11:00 AM - 12:00 PM	USPS Connect Regional: A Case Study Featuring USPS Covid Test Kit Fulfillment	Labor and Logistics: Strategies to Mitigate Challenges Brought on by the Pandemic	Time Management in the Hybrid Work Environment	NCOA versus ACS: One or the Other or Both?	The Ever-Changing Landscape of eCommerce	Elevating the Hybrid Marketing Experience	Consumer Perspective – Returns are Hard: How Technology and Open Network Can Solve their Pain	2022 State of Direct Mail Marketing
12:00 PM - 1:00 PM	<b>Lunch - Exhibit Hall</b>							
<b>PERIOD 10</b> 1:30 PM - 2:30 PM		Winning More Political Campaign Dollars in 2022 Amidst a Paper Crisis	The Future Is Adaptive: How to Leverage Design Excellence to Create a Personalized and Effective Omni-Channel Communication Strategy	The USPS API Ecosystem: Connect and Grow	Measure What you Treasure	Integrated Direct Mail	My Direct Mail Campaign Didn't Work	USPS Connect
<b>PERIOD 11</b> 2:45 PM - 3:45 PM	Data + Delivery = A Stronger Mail and Package Proposition for Customers	The Importance of Mailpiece Design		Using Address Quality to Improve UAA	Delivering the Infrastructure of the Future: How 5G Keeps you Connected Down to the Last Mile and Beyond	Informed Delivery and Commingling: How to Make Everything Work as Intended	Leading in the New World	USPS Connect Regional
4:00 PM - 5:30 PM	<b>Exhibitors' Reception - Exhibit Hall</b>							



# National Postal Forum - Phoenix, AZ

## May 15 - 18

### Wednesday - May 18

ROOM	Jr. Ballroom - 301A West	221AB	221C	222AB	222C	223	224A	224B
<b>PERIOD 12</b> 8:00 AM - 9:00 AM	Sustaining Our Future: Pricing and Product Strategies	The Future of Marketing	Seamless Acceptance and Informed Visibility Work Together	Value Add Opportunities to Increase Package Visibility and Decrease Fraud and Vulnerability	Implementing Digital Transformation Initiatives to Automate In-Bound Mail Processing			
<b>PERIOD 13</b> 9:15 AM - 10:15 AM	USPS Connect: Solutions Reaching Every Door	Improving PCC Member Participation	USPS Special Services: Security and Accountability at Your Service	Mail Marketing in the Post-Cookie World: Informed Delivery as a Tool to Enhance Your First Party Data	The Invisible Network Strategies of Successful People: Counterintuitive Ways to Innovate, Execute and Thrive at Work	What's in the Mail: DMM 101	Technology Initiatives that Drive Address Quality	
<b>PERIOD 14</b> 10:30 AM - 11:30 AM	Transforming Transportation & Logistics: Paving the Way to Performance & Growth	Cybersecurity: Enabling and Protecting Business	Case Study in Customer Satisfaction	Who Would Have Thought? Mail Centers During & Beyond the Pandemic		The Changing World of Periodicals	Direct Mail: The Key to Marketing Success	Package Trackology 2022
<b>12:00 PM - 2:00 PM</b>	<b>Lunch with Guest Speaker - North Ballroom - Convention Center</b>							
<b>PERIOD 15</b> 2:30 PM - 3:30 PM		How E-Tailers Have Helped Customers Cope	Top Trends in International Mailing		Direct Effect Ambassador Program: You Can Make an Impact		Peer to Peer	Peer to Peer
<b>PERIOD 16</b> 3:45 PM - 4:45 PM		The Benefits of a Commercial Payment System for Package Services	Thinking About Outsourcing Your Print Production	From Stress to Success	Sustainability and Environmental Commitment at USPS	Leadership in Artificial Intelligence (AI) and Machine Learning (ML)		
<b>7:00 PM - 10:00 PM</b>	<b>Closing Event - North Ballroom - Convention Center</b>							



# National Postal Forum - Phoenix, AZ

May 15 - 18

## LEGEND

Delivering Innovative Technology

eCommerce: Steps to Shipping Success

Leadership & Professional Development

Operations: Fulfilling the Needs of Your Customers

Pushing the Envelope: Why Mail Works