

# US POSTAL SERVICE OFFICIAL CERTIFICATION

The US Postal Service Certification courses offer an exclusive opportunity for NPF attendees to expand their base of knowledge, professional skill and commitment to ongoing education through three comprehensive training courses. Upon completion of a multi-session course and passing the final exam, successful participants will receive Official US Postal Service Certification.

If you're seeking opportunities to bolster your professional credentials, try the Official US Postal Service certification courses being offered exclusively at the NPF and choose the course that is best for you.

**Pre-registration is required, so hurry, limited space is available.**

## CERTIFIED DIRECT MAIL PROFESSIONAL (CDMP)

Would you like a professional certification from the US Postal Service that builds client confidence and increases your customer base? How much would a certification like this enhance your industry credentials? The CDMP course is designed for the mailing industry professional to develop and strengthen core skills that build and maintain a successful direct mail business within this highly competitive environment. Topics include:

- Omni-Marketing
- Mailing List Management
- Mailpiece Creation
- Response Rates
- Technology

This limited-enrollment course is sponsored by the US Postal Service and was developed by a committee of US Postal Service and mailing industry experts. US Postal Service certification will be achieved upon \$160 fee payment and successful completion of the exam.



## 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. Topics include:

- Sales and Marketing
- Basic Mail Design
- Finances
- People Management
- Technology
- Tools and Resources

To earn official certification, participants are required to complete all 14 planned sessions 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 final exam fee applies.

## MAILPIECE DESIGN PROFESSIONAL (MDP)

The MDP course is centered around effective mail design compatibility and optimizing postage costs through automation. This eight-hour course will be held over Tuesday and Wednesday and includes a comprehensive final review. The MDP certification is a two-year certification that offers a professional designation to all graduates. Topics include:

- Classes of Mail
- Processing Categories
- Barcode Formats
- Designing Automation Mail
- Machineable/Non Machineable Criteria

Limited space is available. Pre-registration is required to reserve your space. A \$95 MDP final exam fee applies.

# TRAINING CERTIFICATES

Earn a US Postal Service Professional Training Certificate for participating in 2017 NPF workshops. Based on how many workshops you attend:

Bronze- 8 workshops; Silver- 11 workshops;

Gold- 14 workshops; and Platinum- 17 workshops.

A Platinum Certificate is personally signed by the Postmaster General.



# MAKE AN EDUCATION CONNECTION

The 2017 NPF offers a broad range of educational opportunities to help mailing and shipping professionals improve their marketing, operations and management skillsets. Included within the following specialized tracks are a variety of instructional workshops designed to provide in-depth knowledge, best practices and innovative strategies needed to take your career or business to the next level. Choose from five industry tracks and make the informed connection you need to succeed.



## CUSTOMER ANALYTICS AND MARKET RESEARCH

Today's consumers are constantly interrupted by an overwhelming amount of advertising content on a day-to-day basis. Whether it comes from print, mail, digital or broadcast, companies competing for consumer attention must evolve their acquisition strategies in order to be considered. In this track, enjoy dynamic industry and US Postal Service workshops where you'll learn best-practice techniques for leveraging marketing analytics, data segmentation and integrated channel strategies. You'll discover innovative ways to cut through the advertising clutter by capturing the attention of your target audience. In addition, you'll learn several industry approaches that can help keep customers loyal to your product or service.



## INTRODUCING INFORMED DELIVERY: DIGITAL IMPRESSIONS WITH MAIL

Informed Delivery is a truly innovative digital feature that gives residential consumers the ability to see a daily preview of what will be arriving in their mailboxes and is a highly effective communication tool for the mail owner. Residential customers will receive a daily email presenting them with images of the mail pieces destined to be delivered that day. This additional mail moment offers consumers the convenience of seeing what is coming to their mailbox – anytime, anywhere – even while you are on the go. Mail owners will be able to use this feature to enhance their physical and digital marketing efforts, using full-color representative images to help generate more excitement about what's in the mail. Informed Delivery is yet another way to add value to the mail we all rely upon.



## MAIL OPERATIONS MANAGEMENT

Attend these workshops and hear from US Postal Service and industry experts who will provide you with the necessary knowledge, tools and processes that will maximize the value of working with the US Postal Service. Learn vital addressing tips, ways to save money on your mailing costs, and how to turn up efficiency and effectiveness in your mailroom operations. Learn about technological advancements in US Postal Service payment and acceptance practices, along with updates on mail inventory management programs, mail tracking advancements and full-service mailings.



## THE EVOLVING SHIPPING MARKETPLACE

In this track, attendees will learn about the latest innovations and customized shipping solutions that are making an impact in the shipping and packaging industry – including e-commerce strategies, international shipping and much more. The internet has changed consumer habits in many ways, and the US Postal Service has plans underway to provide even greater value and convenience for our customers. Attend these insightful workshops and make a profitable shipping and packaging connection.



## THE NEW DIGITAL MARKETING CHANNEL – MAIL

Direct Mail and digital marketing activities can go hand in hand to move consumers to the desired decision point for making purchases, acquiring a service, providing a donation, or affiliating with your firm. Integrating direct mail and digital marketing to develop the correct blend of marketing techniques will allow you to reach your audience exactly where, when and how they want to be reached. In this track, you'll learn how to build an effective multi-channel campaign using a strong offer, solid creative, content marketing, a call to action, and the right list. You'll find out how to use social media to improve customer outreach and analytics, how to use augmented reality and other print techniques to bring your mailpiece to life. These digital techniques will show you how to harness the purchasing power of generations from baby boomers to millennials. You will also find a variety of professional development workshops included within this track.



# CUSTOMER ANALYTICS AND MARKET RESEARCH



In this track, enjoy dynamic industry and US Postal Service workshops where you'll learn best-practice techniques for leveraging marketing analytics, data segmentation and integrated channel strategies.

## A FAST UNDERSTANDING OF OUR FACILITY ACCESS

Three MTAC Industry Leaders for the FAST User Group (Facility Access and Shipment Tracking) will explain all the recent changes to the system. They will walk you through everything from making an appointment to changing the appointment. What happens on arrival and departure of the facility? What will happen if delays occur with multi-stop appointments? The team will then discuss how the integration of electronic data will modernize the arrival and tracking of your containers in the eInduction system. What does the future hold? This workshop will also discuss the effects of no-shows, late arrivals and the potential of an updated grading system.

## A POSTAL CUSTOMER COUNCIL HOW-TO

The PCC Boot Camps were first presented at the 2016 NPF and are still being conducted across the country. The goal is to provide communication, education, membership, and policy training for PCC leaders to help a PCC grow and succeed. This must-attend workshop will help PCCs advance to the next level. Learn how to develop a communication plan, build augmented reality into your mail pieces to increase response rates. Begin to reinvigorate not just your PCC, but by partnering with surrounding PCCs you can create a vibrant and engaged mailing community. Also, learn how to launch an effective membership campaign, host meaningful educational events, develop Real Solution videos, and other How-To's. (This will be one workshop to be conducted in back-to-back periods.)

## ADVANCED CUSTOMER LOYALTY: TAKING SEGMENTATION TO THE NEXT LEVEL

Segmentation is one of the first steps toward efficient and effective marketing. More than just a tool for creating relevant targets, segmentation can help you optimize the customer lifecycle. Many organizations are drowning in data, but data is also revolutionizing business. By applying marketing segmentation principles, data hygiene and analytics, companies can gain competitive advantages that drive strategic decisions about prospecting and customer acquisition. Learn how to go beyond transactional data to customize multi-channel marketing campaigns that resonate with your target audience to improve results, build brand loyalty and boost your segmentation strategy.

## BUILDING YOUR COLLEGE AND UNIVERSITY MAIL CENTER'S BRAND

This workshop will offer tactics and strategies to help you think "outside the box" and make your College/University mail center the "go-to" spot on campus. Get real-life examples of tools to use for keeping your costs down, while at the same time offering more services. Hear how you can offer more to your customers with the same or fewer resources, and get ideas on how to move your mail center to the next level of service and value to your customers. Discover simple marketing techniques to make sure your campus customers know what you have to offer and how your mail center can meet their ever-changing needs. This workshop will also discuss how to grow your mail operation through related business ideas. Don't miss this lively workshop, as you will leave with the secrets of how to leverage your expertise to increase the success of your mail operation.

## CLOSING THE VISIBILITY GAP

Visibility drives operational efficiencies and improves customer service by providing transparency in the movement of mail and packages across the Postal network. Over the past several years, the US Postal Service has made significant improvements within package and mail visibility by promoting adoption of barcodes, deploying state-of-the-art equipment, improving scan data quality and deploying analytics solutions to use the visibility data to provide meaningful insights to various stakeholders. In this workshop you will learn how the US Postal Service is closing the visibility gap and continuously improving data quality. Learn how Enterprise Analytics is increasing the use of visibility information through investing in upgrading its infrastructure, emerging technologies and analytics solutions to close the visibility gap and help improve service performance and customer experience.

## CROSS-PLATFORM ATTRIBUTION

In this workshop we will discuss the challenges of achieving attribution and what marketers can do to remedy the gaps in understanding it. We all desire a detailed understanding of how all media in our cross-channel mix are performing. In this session learn the tactics on how to get the most out of your media dollars and how Omni-Channel marketing helps you to grow your business.

## CUT THE FAT, GET LEAN

Many buzzwords have been used for process improvement. Regardless of the catchphrase, we all know there is room to gain efficiencies as each day we are tasked to do more with less. Now is the time to work smarter! Learn some of the approaches two companies use to continue to streamline their processes to cut time, reduce errors and prevent rework. Examples include basic tools to map out current states, partnering with vendors to automate redundant daily tasks, and collaboration within the supply chain. Join us to learn some simple methodologies that will help you connect the dots of process improvement.

## eDOC 101: INTRODUCTION TO MAIL.DAT

Full Service, eInduction, and Seamless Acceptance are all driven by data, specifically Presort data. This data is primarily communicated to the US Postal Service through Mail.dat and Mail.xml. In this workshop you will learn about Mail.dat – its origins and development, format and technical specifications, and uses by the mailing industry.

## ELECTION MAIL: A PANEL ON THE PRESIDENTIAL ELECTION OF 2016

A panel of election administration experts from the Election Assistance Commission (EAC), the Election Center, and Democracy Works will discuss the 2016 election cycle. Panelists will detail their agencies' efforts in 2016 to support effective voting by mail.

## EMBRACING INTERNAL CUSTOMER SATISFACTION FOR IMPROVED SERVICE AND EFFICIENCY

This presentation is designed to help you determine what your internal customers' real needs are so you can look at your service offerings and performance from their point of view. This will help you achieve a high level of customer satisfaction, eliminate unnecessary steps and resolve customer problems faster. Learn how to work with your customers to validate service level agreements (SLAs) and establish Key Performance Indicators (KPIs), measure them, and set goals for improvement. Embracing customer satisfaction will result in you working together with your internal customers for improved service and a more efficient operation.



## EMPLOYEES AS CUSTOMERS – THE POWER OF THE EMPLOYEE EXPERIENCE AND ENGAGEMENT

Across business and market industries, the Customer – and Customer Experience (CX) – has taken center-stage in driving strategy, marketing, operations and budgets. Companies are prioritizing CX as a business strategy – studies show that customers are 5.2X more likely to purchase from companies with a great customer experience. In this workshop learn the powerful connection between business performance and the employee experience (EX) – the idea that treating employees as customers is another important driver of the bottom line. By improving the employee experience, particularly at key moments that matter and drive engagement, organizations will realize positive improvements in their customer and revenue metrics.

## ENGAGING MAIL AND THE GENERATIONS

Today, there are five generations with purchasing power. Each has their own personality, perception, and dollars to spend. Each has different views and engagement with mail. While some think mail is outdated, statistics show that physical mail drives higher response rates than digital methods alone. In this workshop, you will learn what makes mail important to each generation and you'll understand the differences between the generations. You'll hear about technology and ideas to tailor your mail to drive improved responses.

## ENHANCING THE CUSTOMER EXPERIENCE

Are your business practices effectively creating a world-class customer experience? Understanding your customers and what they want is key to driving growth. In this workshop, you will learn how the US Postal Service has used cutting-edge marketing research techniques such as ethnographic research and journey mapping to understand the customer and how to ultimately drive more engagement with your brand.



### **FUTURE OF MOBILITY: DISRUPTING MARKETING AND CHANGING THE GAME FOR NEW PRODUCTS AND BUSINESS MODELS**

Frictionless, automated, personalized travel on demand—that's the dream of the future of mobility. Extending auto ecosystem's various elements are coalescing to realize that dream sooner than expected, which means that incumbents and disruptors need to move at top speed to get on board. The value shifts as a new ecosystem of mobility emerges that will have a tremendous impact on how connectivity and commerce occur, which will directly impact the mailing and shipping business of the US Postal Service. Amidst the ecosystem's complexity, we anticipate the emergence of distinct value creation roles. These roles are closely linked and will require collaboration to serve the customer. The workshop will explore changes to customer experience, the impact it has on marketing and new product innovation. Come explore the ways in which the mailing and shipping industry can integrate physical, digital and alternative retail channels in the new mobility ecosystem.

### **INTEGRATED MEDIA RESEARCH CENTER**

The Integrated Media Research Center is an initiative aimed at sharing and promoting research to help marketers and companies understand how to optimize marketing communication channels, specifically direct mail. The initiative was developed by a Board of Advisors comprised of senior executives across a variety of marketing-related industries. The Board of Advisors represent organizations that conduct direct marketing, research, media planning, data analytics and advertising. We'll show you how to use this website as a resource for research and case studies about the value of each marketing medium and how its effectiveness can be enhanced and accurately measured.

### **INDUSTRY SWOT: IMPACT OF TODAY'S TRENDS ON YOUR BUSINESS AND HOW TO CAPITALIZE ON THEM**

Step back from the day-to-day business of your operation and learn the impact of an evolving landscape. This presentation will explore the strengths, weaknesses, opportunities, and threats (SWOT) presented by current changes and trends in the industry. We will explore trends in three areas — integrated direct communications, the shifting US Postal Service landscape, and contact data quality — and send you away with a SWOT analysis on each area that includes an actionable checklist of things you can incorporate into your business.

### **INFORMED VISIBILITY: MAKING POWERFUL CONNECTIONS IN REAL-TIME**

Informed Visibility (IV) is providing the mailing industry with greater insight into mail tracking — helping to connect you with your customers. Attend this workshop to hear mailing industry leaders share their thoughts and experiences on how to leverage real-time information from IV. Learn how near real-time mail tracking data, enhanced visibility, and flexible data provisioning and delegation can increase the value of your mail and transform your business. Find out how logical delivery events provide insight into when your mail is delivered without the need for a physical scan. Discover which exciting new features are upcoming and how you can benefit from them to get the most out of Informed Visibility.

### **INNOVATING BULK MAIL DISTRIBUTION THROUGH BEHAVIORAL ANALYTICS**

In the age of big data, behavioral analytics can provide unprecedented insight into customer interactions and dynamics. New e-commerce and advanced retail technologies generate immense amounts of data that can be leveraged to develop a greater understanding of consumer behavior. Behavioral analytics can be applied to optimize commercial mail to achieve higher customer attraction and retention. Instead of sending universal bulk mail that might be immediately discarded, you can utilize behavioral analytics to identify and recommend target consumer groups to commercial mailers based on retail and shipping data. Commercial mailers can use actionable data to drive business value as they develop more targeted communications based on insights into how their target customer makes purchasing decisions. In this workshop learn how the US Postal Service and commercial mailers can partner to leverage behavioral analytics to determine which customers to send commercial mail to, how often, and what type of products they are more likely to purchase.

### **MAILER SCORECARD NAVIGATION AND REPORT UTILIZATION**

The Mailer Scorecard is a tool which enables mailers to monitor their mail quality across several US Postal Service programs, including Full-Service, eInduction and Seamless Acceptance. This workshop demonstrates how to access the Mailer Scorecard and the information available, including who can see it and what it means. Attendees will learn how to use drill-down reports, access piece-level data to identify quality issues, and understand the postage assessment process.

### **MAILING BILLS AND STATEMENTS? HOW TO GET THE MOST FOR YOUR MONEY**

Learn how recent price changes make mailing bills and statements more affordable. Find out best practices that not only leverage your mail budgets, but make bills and statements an effective customer communication and engagement tool. The US Postal Service will review the latest trends and research findings that help your company make the most of this mail.

### **MAILING IN A SECURE WORLD IN 2017**

Is my data safe? Am I really liable for a data breach? If you've asked yourself these questions, this workshop is for you. Data security has quickly become one of the most important elements of a successful mailing operation.

### **MEDIA ATTRIBUTION — HOW CAN YOU TELL?**

As consumers weave in and out of multiple channels, it's up to marketers to determine how each channel or touchpoint plays a role in the consumer's ultimate conversion. The better marketers can understand such influences, the better they can build — and justify — truly customer-centric marketing programs. Media attribution is not easy, in fact, every medium will take credit for the conversion, but we know that is not possible. This workshop will look at new methodologies for media attribution and the basics needed to build an attribution model. Topics covered will be First Touch, Last Touch and Fractional.

### **MIGRATING CUSTOMER ACQUISITION TARGETS TO HIGH-VALUE LOYAL CUSTOMERS**

Acquiring customers is the lifeblood of any organization. However, cultivating those individuals into high-value, long-term customers takes time, effort, insight and a positive customer experience. This workshop will explore how marketers can migrate customers through various stages in the customer life cycle, the use of loyalty programs within this process and an interactive retail loyalty case study.

### **NEW MAIL ENTRY TECHNOLOGIES: WHAT'S IN IT FOR MAIL OWNERS?**

Over the past ten years, the US Postal Service has been building programs to streamline and automate mail entry. Mail Service Providers have been deeply involved as processes have changed and new technologies have been introduced. Join us to learn how to use these new programs to drive transparency and accountability in your direct mail

supply chain. Discover how you can use the Mailer Scorecard to monitor and improve mail quality and leverage the enhanced mail tracking data fueled by these programs to better integrate your mailings with other marketing channels.

### **OUTSOURCING — SEPARATING MYTHS FROM REALITIES**

Outsourcing may be the most emotionally charged issue facing mail operations managers today. Outsourcing is often a knee-jerk reaction by companies desperate to cut costs or to get rid of bothersome employees. When implemented in this fashion, either venture will probably result in failure. Outsourcing is neither the magic bullet depicted by some vendors and consultants, nor the evil bogeyman feared by many operation managers. It's a strategic tool for enhancing performance that should be considered by all companies. This workshop will discuss the myths and realities around outsourcing. Also, we'll provide methods for analyzing which functions are candidates for outsourcing, and which functions should remain an internal operation.

### **PCC POLICY ADMINISTRATION STARTER KIT**

Pretend you're at your local PCC Executive Board meeting. Now, think about what would make your PCC the best it could be. That's what we'll be discussing in the Policy Administration Starter Kit Workshop. We'll work on your mission statement, board goals and responsibilities, bylaws and minutes and how to build a team (and get them to re-commit annually). If you're interested in starting your own PCC, we'll talk about that, as well. Bring your good ideas as well as your challenges — we'll be doing a lot of information-sharing, as well as listening.





### POSTAL BUDGETS: ARE YOU IN COMMAND OF YOUR OPERATION?

Mail Center staff professionals are constantly being asked by internal and external customers, "Can you reduce my postage costs?" Most organizations are using sorters, postal software or outsourcing the presorting task to get automation discounts – but are costs as low as they can go? Are there other ways? You will learn how others are using document re-engineering techniques to maximize postage discounts. This workshop will also show how Mail Center staff can add value to other parts of the business with full visibility inside and outside of your operation with Enterprise Dashboards.

### POSTALPRO/PCC PORTAL

Come see a live demonstration of the new PostalPro/PCC Portal. It is intended to improve information sharing among PCC members across the country. It's a collaboration site where members can connect, learn, and share, and it offers a centralized location for you to access essential industry information. Updated regularly, it includes educational resources, membership information, the PCC locator, the PCC Insider e-newsletter, as well as information about upcoming and past events. In the members-only PCC Portal, registered users will be able to collaborate with unprecedented ease. Complete with discussion forums, file upload capability, and calendar tools, the Portal is an exciting enhancement to the PCC network.

### PREDICTIVE AND PRESCRIPTIVE ANALYTICS: HOW THE US POSTAL SERVICE IS USING ADVANCED ANALYTICS AND ENTERPRISE DATA MANAGEMENT TO EXPLORE THE ART OF THE POSSIBLE

The US Postal Service has always used data to make informed business decisions, but Big Data Technology is accelerating the pace of analytics. Learn how the US Postal Service is using technology to take enterprise data management and analytics to the next level and learn the state of the Postal ecosystem to better adapt and drive the desired results. This workshop will outline

the approaches the US Postal Service is taking to use data governance and quality to move from descriptive and diagnostic to predictive and prescriptive analytics to revolutionize its operations and turn the art of the possible into reality.

### PUTTING THE DATA IN DATA-DRIVEN DIRECT MAIL

Data is a powerful tool to help businesses make important marketing decisions, and many companies don't know where to start with data. This workshop will show you how to get started – with some simple methods to understand how to use data to drive your next direct mail campaign. We'll share actual examples of how businesses have used data to change their mailing programs, mail smarter and improve ROI. Learn about internal and external data sources and how they can help you jump-start into smarter Data Driven Direct Mail.

### SEAMLESS ACCEPTANCE + INFORMED VISIBILITY = IMPROVED TRACKING AND TRANSPARENCY

The powerful combination of Seamless Acceptance and Informed Visibility drives enhanced mail tracking along with greater transparency and accountability across the direct mail supply chain. The question is, how can you best take advantage of these programs to manage your direct mail supply chain and fine tune in-home delivery? We'll examine best practices for achieving your in-home targets and how to leverage available data to ensure direct mail fits seamlessly into your multi-channel strategy.

### STREAMLINED MAIL ACCEPTANCE: A GUIDED TOUR THROUGH SEAMLESS ACCEPTANCE

Seamless Acceptance automates the entry and verification of commercial mailings by leveraging electronic documentation, Intelligent Mail barcodes, and information collected from handheld sampling devices and mail processing equipment scans. Learn how to participate in Seamless Acceptance and improve mail quality using key metrics found in the Mailer Scorecard, and hear about the process for undocumented pieces. Learn the newest updates to the Seamless Acceptance program including its expansion to Business Mail Entry Units.

### SYNCHRONIZING MARKETING AND OPERATIONS WITH THE CUSTOMER JOURNEY

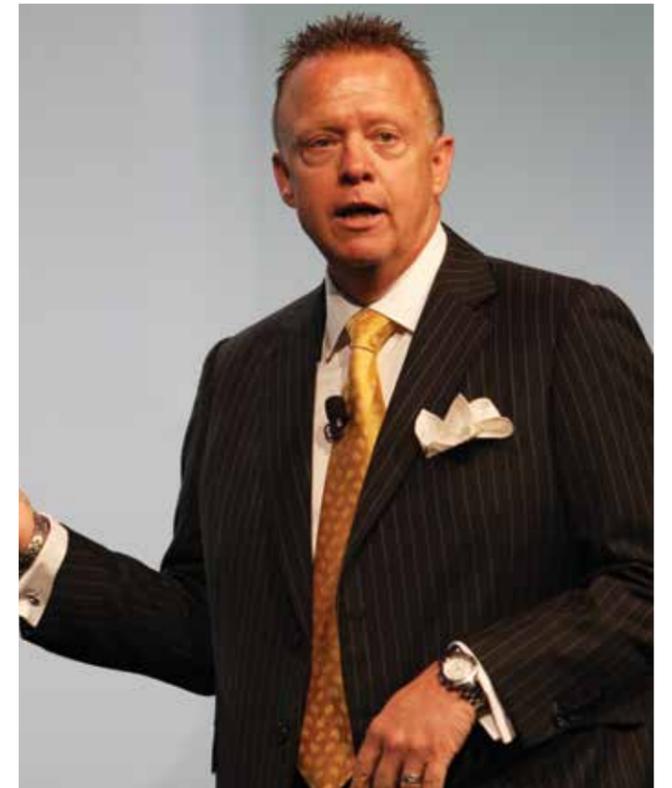
The 2016 Chief Marketing Officer (CMO) Survey found that the role of CMOs across industries has significantly broadened within the past five years. Brand development and management, customer focus, and digital marketing have become the most critical marketing capabilities for organizations, yet gaps to develop these capabilities also continue to exist. As companies increase spending on digital marketing and customer relationship management (CRM), the roles and responsibilities of a CMO will continue to expand. Cross-functional initiatives such as the transformation to a customer centric organization can encounter significant barriers in people's resistance to change. Attendees will walk away with market perspectives and opportunities for the mailing and shipping industry anchored in the following tenets: understanding changing customer needs and market trends, focusing on the experience (not a touchpoint), and capitalizing on new measurement tools.

### THE CUSTOMER EXPERIENCE IN AN OMNI-CHANNEL ENVIRONMENT

With access to more information and more options, customer expectations are higher than ever before. Customers do not compare you to where you were last year, they compare you to the best-in-class today. To stay ahead, you must find a way to add value to people's lives and create meaningful and lasting connected experiences. You have a choice. You can wait to see which approach appears to work and hope you're not too late. Or, you can be where your customer wants to go. With digital technology fueling radical change, the risks associated with waiting on the sidelines are greater than trying and not succeeding. The way you'll solve for tomorrow requires a fundamental change in how you approach these challenges. Learn how a multi-dimensional view across – The Business, The Experience and The Technology – can give you the visionary perspective to change how you bring people together, collaborate with clients and make tomorrow more successful.

### THE FUTURE OF THE LOGISTICS INDUSTRY AND THE IMPLICATIONS FOR THE POSTAL COMMUNITY

Scenarios from a recently completed study on the future of the global logistics industry will be presented in this workshop. The participants in this workshop will see the way that changing customer expectations, technological breakthroughs, new entrants to the global logistics industry and new forms of collaboration will shape the future of the mailing industry. The workshop participants will see how these trends and possible future scenarios shaped by start-ups, the evolving Internet and the response of traditional competitors will shape the marketplace for mailers, postal suppliers and the postal community.



### THE MOST IMPORTANT FOUR-LETTER WORD IN DIRECT MAIL: TEST

Direct mail testing is a critical, but an often overlooked component of a direct mail campaign. More than anything, direct mail testing helps you learn about your marketing. This workshop will feature a few direct mail case studies focusing on A/B testing to compare the results of like campaigns with a test variant to reveal the winning format. We will also discuss some guidelines and best practices for setting up direct mail tests.

### TOOLS TO TRACK SOCIAL MEDIA INTEGRATION IN A MAILING CAMPAIGN

You can read case studies that show huge jumps in responses when integrating social media into the mail piece, but they typically do not tell you how they were tracking the response rates. Clemson students replicated a company's case study that went from a 22% response rate to a 120% response rate with social media added. Please note this was not a percentage of a percentage; it went from 1,111 responses from the mailing alone to 6,089 total when social media was added. What the students learned in their replication effort was that you need to clearly define what a quantifiable response is and then learn how to track the responses. The students learned it is not just about posting something on social media. Tracking responses requires a new skill set. Presenters will share their own experiences with integrating social media.

## UNDOCUMENTED MAIL PIECES

As the US Postal Service implements assessments for Full-Service errors over the published thresholds, one of the elements the US Postal Service will be measuring is the quantity of your “undocumented” pieces. For many mailers the assessment for undocumented pieces could actually be the most expensive one they face, because unlike some of the other assessments that are passed onto the respective mail owners, assessments for undocumented pieces will usually come right out of the mail preparer’s pockets. In this workshop, we will discuss what undocumented mail pieces are, and ways to handle and prevent undocumented pieces.

## US POSTAL SERVICE MAILER SCORECARDS FROM A MAIL OWNER AND SERVICE PROVIDER PERSPECTIVE

Now that the Full-Service scorecard has been live, what have we learned? We will discuss additional scorecards, some of which are about to go live, such as Move Update. Is Seamless Acceptance a good thing? Come and hear two perspectives on this. We will also answer the question around the possibility of a future where mail is 100% verified through technology, eliminating the need for the US Postal Service Verification Clerks to physically look at mail.

## UTILIZING eINDUCTION TO MANAGE LOGISTICS AND SIMPLIFY DROP SHIPMENTS

Discover the US Postal Service’s solution to simplifying the drop shipment process with eInduction. Learn how to leverage electronic mailing information to eliminate the need for hardcopy PS Forms 8125 and 8017s expediting the shipping process. Hear how the US Postal Service has enhanced the Mailer Scorecard to provide Mail Owner visibility into their drop shipments and access to post-shipment information. This workshop will also cover the eInduction onboarding process and participation requirements.

## VALUE OF THE PCC: WHEN INDUSTRY AND THE US POSTAL SERVICE WORK TOGETHER SUCCESS FOLLOWS

Get ready for an interactive discussion between industry and postal members sharing how they work collaboratively together to ensure success of their PCC. We’ll cover the roles and responsibilities of postal employees in relation to the PCC and talk about the benefits of PCC membership for both postal and industry members. You will hear success stories and get tips on how to get maximum participation from both industry and postal members in your PCC. If you are having trouble attracting new members to your PCC then this workshop is for you.

## WHO CAN YOU TRUST WHEN OUTSOURCING YOUR PRINT PRODUCTION? WHAT MAKES A GREAT PARTNER?

Hear “real life” experiences from the trenches on what to consider and keep in mind when making the outsourcing decision. There are many options and a multitude of workflows, processes and functions across an enterprise that need to be involved in these decisions. This can be done well and efficiently with the right partner, but the key is in how you can identify who that ideal partner is. In this workshop we will share our own experiences and advice on how to make this decision effectively to assure success.

## WOW’S MY MAIL – CONNECTING MAILERS WITH GREATER VISIBILITY

Do you think your mailing campaigns are not connecting with your customers? Sounds like you may need greater visibility into your mail and the US Postal Service has just the thing for you. This informative workshop allows you to explore innovative opportunities through Informed Visibility. Come discover the exciting world of IV that will give you near real-time visibility, greater insight into your mailing potential and expanded opportunities to grow your business through improved mailing campaigns and increased customer value. Come see how you can leverage real-time visibility to connect with your customers and enhance the value of mail in ways never possible before. The power to gain greater visibility is within your reach when you have access to IV.



## INTRODUCING INFORMED DELIVERY: DIGITAL IMPRESSIONS WITH MAIL

In this track learn all about the truly innovative digital service that provides residential customers with a preview of the mail destined for their mailboxes and how it can be a very effective communication tool for the mail owner.



## CAMPAIGN DESIGN FOR INFORMED DELIVERY: ADDING DIGITAL CONTENT

Informed Delivery was designed to support the inclusion of digital content that augments the messaging delivered by the physical mail piece. In this workshop, the US Postal Service will discuss the lessons learned in adding digital content to physical mail pieces and offer some emerging practices for making the most out of the digital bridge that Informed Delivery provides.

## HOW CAN AD AGENCIES LEVERAGE DIRECT MAIL MORE EFFECTIVELY?

Ad agency executives are interested in new approaches/ technologies so they can showcase their expertise and innovation. This workshop will share approaches that incorporate multiple marketing elements that all work together as solutions that show off their creative capabilities. We will share the latest in technologies used in omni-channel marketing. This workshop will showcase multiple agencies, clients, and mail service provider printer case studies that have each done innovative campaigns featuring Informed Delivery, Augmented Reality, Near Field Communication, video in print or an interactive piece.

## INFORMED DELIVERY AND DRIVING RESPONSE: TACTICAL TIPS FOR INDUSTRY VERTICALS

Informed Delivery is designed to increase response rate and ultimately bring a better response to a call to action. This workshop will discuss techniques for implementing Informed Delivery to drive higher response rates for different vertical industries.

## INFORMED DELIVERY CAMPAIGNS USING MAIL.DAT

Mail.dat makes possible a set of advanced capabilities in Informed Delivery. While general campaign creation is easy using Informed Delivery’s online tools, Mail.dat makes advanced campaign creation possible and manageable. This workshop will review Mail.dat basics for campaign creation and will describe several ways to create personalized campaigns.

## INFORMED DELIVERY DEVELOPER WEBTOOLS AND INFORMED DELIVERY TOOLKIT

Webtools is the web services backbone of the US Postal Service data sharing infrastructure for transactional data. The US Postal Service will provide an update on some of the new capabilities developed in late 2016 and early 2017, as well as a sneak peek into what’s next on the horizon – including our advanced services management and monitoring tools. With the Developer toolkit, you can include an Informed Delivery experience right in your own native app. Join us as we discuss how a company has already done this, and see a step-by-step presentation of the tools available to let you do it yourself.

## INFORMED DELIVERY – FLATS AND SATURATION MAILERS

Automation letters have gotten a lot of attention as part of Informed Delivery, but flats and saturation mail is well supported. The Postal Service will present updates on the features of Informed Delivery designed to support flats and saturation mail, and will offer tricks and tips for getting the most out of Informed Delivery for all of your mailpieces.





### **INFORMED DELIVERY UPDATE AND OVERVIEW**

For those unfamiliar with the Informed Delivery program or for those just interested in an update on progress to date, this workshop introduces mailers to the concepts of Informed Delivery at a high level and describes how it may be used in support of mailing campaigns. This workshop will also update the mailing community on the status of program development and lay out the roadmap for the next 12 months. Informed Delivery makes getting started with the program easy. This workshop will lay out the requirements for new participants and walk through the process of getting started with the program. Examples of mail pieces that have been used with the program will be discussed, along with a high-level review of the data that comes out of the program.

### **THE DATA TO SUPPORT INFORMED DELIVERY: MARKET RESEARCH AND CONSUMER RESPONSE**

As Informed Delivery has expanded to larger areas of the country, market research, focus groups and consumer surveys have been conducted to measure the potential size and sentiment of the consumer market. The response has been tremendous. Join the US Postal Service Insights team during this workshop to review data collected over the previous 12 months about the exciting consumer response to Informed Delivery.

### **USING AND UNDERSTANDING INFORMED DELIVERY DATA**

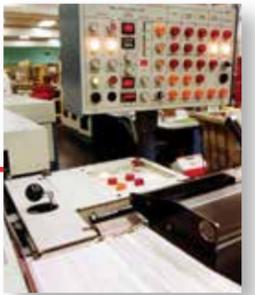
It's all about the numbers and Informed Delivery presents a lot of them. This workshop will walk through the data extracts that Informed Delivery provides. Data elements, timing, and potential usage of Informed Delivery files will be discussed. Did you know that users in Northern Virginia don't open their Informed Delivery notifications at the same time as those in New York? Informed Delivery has yielded many interesting insights into consumer behavior as a result of both its pilots and national roll-out. This workshop will share interesting observations from Informed Delivery thus far.

### **WHAT IS A WELL-DESIGNED MAILPIECE? MAXIMIZING COMPLEMENTARY DESIGN AND MESSAGING WITH INFORMED DELIVERY**

Does the artwork on your envelopes rival the work of a Renaissance master? Does the design put mid-century modernists to shame? If so, this workshop is for you. Informed Delivery can complement the execution of a great mailpiece. This workshop will free you from Cubist thinking and inspire you to think of the opportunities Informed Delivery can bring to an artistically executed mailpiece.

# **MAIL OPERATIONS MANAGEMENT**

Attend these workshops and hear from US Postal Service and industry experts who will provide you with the necessary knowledge, tools and processes that will maximize the value of working with the US Postal Service.



### **AUTOMATION IS THE ANSWER TO THE UAA PROBLEM**

Returned Mail is impacting your business from mailroom operations to your revenue bottom line. Undeliverable As Addressed (UAA) mail damages productivity, profitability and customer relationships. Fixing database errors by hand is an expensive, error-prone process. Managing manual processes to correct your UAA issues is costly and time-consuming. Attend this workshop and learn how to turn physical returned mail into deliverable mail. Discussion will focus on relevant topics around the industry's UAA Mail problem, the widespread impact UAA mail has on businesses and ways to move this from a manual process to an automated, streamlined one. Gain insights on how dealing with this problem helps departments across your business and improves your business.

### **BOOT CAMP FOR MAIL CENTER MANAGERS – PART 1 AND PART 2**

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 where you are today may not be enough to bring you to the next level. Attend this two-part workshop and hear from the leading speakers in the industry. In Part One, learn how to effectively navigate the US Postal Service organization and regulations, networking and industry organizations, and mail center management. In Part Two, you'll learn mail center management trends and technology, as well as additional focus on Management 101 and professional development.

### **CANADIAN MAIL CHANGES: WHAT YOU NEED TO KNOW**

Labor uncertainty and a Federal Postal Review are the most recent impacts to the Canadian mailing industry. As an important and growing market for US retailers, mail continues to be a significant part of the marketing mix. This workshop will update mailers currently accessing the Canadian market as well as provide important information to those looking to enter the market. From government directives to product simplification and specification changes, this workshop is a must for mailers entering jobs directly into Canadian depots.

### **CHOOSING THE BEST MOVE UPDATE METHOD FOR YOUR MAIL**

Federal Registers were issued in July 2016 regarding Move Update clarifications and the Census Method to measure Move Update compliance, prompting further questions about both. This workshop will address concerns to be considered as you choose the appropriate Move Update method.

### **DIGITALLY OUTSOURCED FULFILLMENT OF SMALL JOBS AND "WHITE MAIL" CAN SAVE MONEY, IMPROVE DELIVERY AND REDUCE COMPLIANCE HEADACHES**

Small mailings are costly for mail service providers to handle, as is the "white mail" generated by many organizations. Digitally outsourcing the fulfillment of this nuisance mail can provide both operational and budget benefits, while still complying with most service level agreements and reducing undocumented pieces. Learn how cloud-based software and print-to-mail fulfillment services can reduce costs and increase efficiency in your organization.

### **DO YOU KNOW WHO YOUR US POSTAL SERVICE CONNECTIONS ARE FROM THE LOCAL LEVEL TO THE NATIONAL LEVEL?**

What are the current connections you have with the US Postal Service? Do you know who to contact when it comes to getting questions answered? Where can you find this information and how do you use it once you have it? Attend this workshop to answer these burning questions.

### **ENSURING DOCUMENT INTEGRITY FOR TRANSACTIONAL AND INFORMATION-BASED MAILING**

Businesses rely on transactional and information-based communications – like bills, statements and notices – to collect payments from customers and meet regulatory requirements. Companies spend billions of dollars each year to protect their electronic data, but often overlook their physical communications, risking exposure of personal and confidential client data. Don't let your company be the next headline. Ensuring that the integrity of your transactional and information-based mailings not only meets your compliance needs, it protects your brand, guards the privacy of your customers' data and enhances your customer experience.



Increasing purchase order/package volumes, misrouted items, lack of accountability, many supply and shipment requests, high call volume and more frequent delivery expectations are just a few of the common challenges a supply chain might face. Learn how your company can utilize built-in tools, such as service request forms, dispatch screen, and client service portal within a tracking system to automate their entire supply chain.

#### **IS THERE A MILLION DOLLARS ON YOUR SHOP FLOOR?**

Postage is the most expensive component of any mailing budget. A business sending 75 million mailpieces a year could save \$750,000 annually by reducing postage by one cent per piece. One of the biggest cost savings opportunities is bringing presort operations in-house, rather than outsourcing to a presort bureau. The combination of the automation capabilities of the software and hardware you are already investing in creates additional uplift beyond the savings each could possibly create independently. In this workshop, you will gain an understanding of the true value of integration and automation. You will also take away actionable information that will help you understand maximizing postage optimization, including benefits in savings, timing, and delivery. Learn about an evaluation toolkit that will help you calculate potential postage savings when taking processing in-house versus outsourcing. These savings can improve the bottom line or free up money for re-investment.

#### **LEVERAGING 2017 PRICE CHANGES TO MAXIMIZE BENEFITS THROUGH SUPPLY CHAIN SOLUTIONS**

Are you taking advantage of all the workshare discounts available in the supply chain? Learn the ins and outs of Co-Services such as Co-Mail, Commingle, Co-Palletization and Co-Transportation. Find out how the 2017 US Postal Service price changes impact postage and overall mailing costs. Learn what other changes became effective this year and how you can make those changes work in your favor.

#### **LIVING WITH AND LOVING PERIODICALS – NAVIGATING REQUIREMENTS, USING THE NEW CHANGES AND BEING READY FOR THE NEW INTERACTIVE WORLD**

This workshop highlights the necessary tools and tips for living with the existing Periodicals rules, learning the new changes, and using the enhanced rules to enliven your publication so that it reaches customers in new ways. The future is now! Periodicals are the anchor of the future of the mail.

#### **MAIL 101: BASICS AND TIPS FOR CONTROLLING POSTAGE COSTS**

This workshop will go over basic steps needed to make sure you get the lowest postage rates for a project. Make sure you have used all available processes to ensure your list is clean and that you are entering at the facility to receive the best postage discounts possible.

#### **MAILING AT THE US POSTAL SERVICE MARKETING MAIL NONPROFIT PRICES**

This workshop will describe how customers need to prepare their mailpieces for eligibility at Nonprofit US Postal Service Marketing Mail Prices. The workshop will inform participants on issues such as ineligible Cooperative Mailings, Travel Insurance, Financial (TIF) issues, Organizational Mergers, etc., along with name and addressing identification issues.

#### **MAILROOM SECURITY: RISK MANAGEMENT TRAINING AND CRITICAL INFRASTRUCTURE PROTECTION**

Each year the potential for mailborne threats damage and disrupt business. Real or hoax, this effective terror tactic could cost the industry millions of dollars in lost revenue and productivity. Management teams are constantly seeking cost-effective measures to protect critical infrastructure and personnel. This comprehensive forum discusses the role training and continuous threat assessment based planning plays in mail facility and critical infrastructure protection, and how facility-wide threat understanding and awareness can effectively mitigate risk and help your mailroom remain compliant with Federal regulations.

#### **OPTIMIZE YOUR PRINT SHOP TO REDUCE MAILING COSTS**

This workshop will go over the steps needed to be taken from conception of a mailing project to ensure cost-effectiveness of the project through the print shop.

#### **OPTIMIZING MAILING EFFICIENCY IN AN INTELLIGENT WORLD**

Knowing how to drive to more effective and efficient processes can be challenging. Managing the complexity of US Postal Service requirements can be daunting. Getting the best postal rates while maintaining compliance is not a “nice to have,” but rather a “must have.” Being prepared for future states is confusing, not to mention a resource drain. Attend this workshop and learn more about options to meet mailing requirements now and into the future. The discussion will focus on relevant topics including Seamless and Assessments. Learn about the options for compliance, management and accountability to help you develop a plan for your business. Walk away with actionable insights on how to move forward.

#### **PAYMENT MODERNIZATION**

The US Postal Service is moving its commercial payment system into the future. Learn about the online system that will put hard copy forms in the past and simplify your overall experience, whether it’s paying postage, opening a new permit, renewing a PO Box or much more. Join us to learn about what is currently available, what is coming soon, and how you can begin planning for your organization’s successful switch to Enterprise Payment.



#### **POLICY GEEKS UNITE**

Benjamin Franklin, the nation’s first postmaster was also a newspaper publisher. He exercised his First Amendment rights before there was a First Amendment, at a time when Americans were reminded that they must, “hang together or we surely shall hang separately.” Since then, the US Postal Service has been at the vortex of the nation’s most vigorous debates, carrying periodicals with every viewpoint under the sun, delivered for the asking to the mailbox. From Comstock to Communists, Flynt to Falwell, the First Amendment thrives through the flow of information in the most historic medium of American free expression: the Periodical. Attend this workshop to learn about the policies governing periodical mailings.

#### **POSTAL EXPLORER – NAVIGATING REQUIREMENTS, PUBLICATIONS AND CALCULATORS**

This interactive workshop highlights the necessary tools and tips for navigating today’s mailing requirements environment. Where are the standards found? What can the price calculator do for your business? Where can you go for answers when you don’t know where to start? For over 20 years, Postal Explorer has been about providing the information that’s really important – for everyone from the least experienced mailer to the large mail service provider. One hour with us and you’ll be the expert at your workplace! Topics covered include: Postal Explorer, Domestic Mail Manual, International Mail Manual, Notice 123, Price List, Pub 52, Hazardous, Restricted and Perishable Mail, as well as Domestic and International Price Calculators.

#### **POSTALPRO**

For aspiring mailing pros and those who already are, this workshop will help you unlock the power of PostalPro. The site replaces RIBBS with a dynamic search and content presentation. Find out how to best utilize these new tools and how the US Postal Service and industry came together to develop this product.

#### **RETURNED MAIL BEST PRACTICES FOR GOVERNMENT MAILERS**

UAA – Returned Mail – is the scourge of the industry, and yet most of us have to deal with it daily. So what ARE the best practices for government agencies to reduce and

#### **EVERYTHING YOU WANTED TO KNOW ABOUT GOVERNMENT MAILINGS**

This workshop is for both government and mailing industry professionals. Learn how agencies are successfully managing their mailing requirements to meet the US Postal Service requirements for address quality, postage discounts, and move update standards.

#### **EVERYTHING YOU WANTED TO KNOW ABOUT POSTAGE – BUT WERE AFRAID TO ASK**

This workshop will focus on providing an understanding of the many issues that impact your postage costs. An explanation of the essentials every mailer needs to know about address quality and how it affects your postage expense. The seminar will review the basics and the requirements that you need to understand about today’s postage management process.

#### **HOT TOPICS IN ADDRESSING – AN INDUSTRY PERSPECTIVE**

From new address variations to Move Update rules and measurements, address quality is never a static topic. In this workshop we’ll review some of the most noteworthy changes, hottest topics and biggest controversies over the last year. Get a sneak peek into what’s next for the addressing group for MTAC, and bring your addressing challenges for discussion.

#### **HOW TO UNIFY YOUR CAMPUS LOGISTICS AND PROCESSES**

This workshop will address the many tools and features tracking systems offer in order to manage the logistics across a corporate, government or university campus. There are many challenges of automating any supply chain.

even eliminate Returned Mail? Also, what are the critical factors that hold government agencies back from taking advantage of the current best practices? In this workshop, we will explore critical best practices in the industry that allow returned mail to be minimized – and even eliminated for government mailers, while providing crisp roadmap information for “how to get THERE from HERE” – especially regarding mission-critical prerequisite technologies your agency may need to address with the US Postal Service. One of the larger government mailers will be co-presenting regarding great advances that can be made even when the print and mail operations of an agency are outsourced to a third party. While focused on the needs of government agencies, most of the material presented applies to any mailer interested in best practices.

### **THE PERIODICALS CONNECTION – HOW TO CONNECT WITH YOUR CUSTOMERS AND KEEP THEM IN YOUR SIGHTS AND LINKED TO YOUR CONTENT**

This workshop is about how to connect with customers and how to keep them intrigued. We define how to reach them in new ways and to keep them reading hard copy. We will give our tips on how to pull customers into your content, keep them immersed and how to keep them intrigued. Your customers will beg you for more!

### **TRANSFORM YOUR OPERATION WITH COLOR INKJET PRINTING: GAIN EFFICIENCY, LOWER COSTS AND CREATE HIGHER VALUE COMMUNICATIONS**

For many print and mail operations, printing in full color has been cost prohibitive, resulting in a limited number of applications or jobs that can effectively take advantage of the many benefits that come from moving to digital color inkjet printing. These include improving operational performance, creating higher value communications, achieving regulatory compliance and even integrating Omnichannel communications. In this workshop, you will learn about the business impact of early adopters who have transformed their print and mail operations by moving more print volume to digital color inkjet. Discover the critical factors to consider when evaluating print options. Understand the impact that moving to color inkjet can have on your operation and workflow, and explore the impact that producing more personalized, targeted, and easier to read communications can have on your business.

### **UAA MAIL – BEST PRACTICES AND SOLUTIONS**

Using recently updated Best Practices documents from Work Group 177, attendees will learn how the US Postal Service processes undeliverable-as-addressed mail (UAA), and learn how those in the industry maintain efficiency and manage UAA mail. A panel of industry representatives will be available to talk about their solutions and best practices.

### **US POSTAL SERVICE BLUEEARTH AND SECURE DESTRUCTION**

Understand the benefits of participating in the US Postal Service and BlueEarth Secure Destruction program and the technical requirements to make it work. The workshop will include a panel of participants who will explain how they have incorporated it into their operations and the benefits they have achieved.

### **USING LEAN SIX SIGMA: IMPROVING THE CUSTOMER EXPERIENCE THROUGH THE VALUE STREAM**

This workshop will provide an overview of Lean Six Sigma (LSS) and the US Postal Service journey. Participants will also learn tools that will enable them to identify wastes and opportunities for improvements throughout the whole value stream. The value stream will encompass the customer’s facility through the delivery to the end customer. The workshop will highlight specific projects that the US Postal Service and customers have partnered on to improve a process that resulted in an improved customer experience which benefited both parties

### **WHO PROTECTS YOUR MAIL? POSTAL INSPECTORS**

At this workshop you’ll learn about security issues and how to respond. Inspectors cover physical security issues and risks associated with your mailing operation, such as internal theft, protecting sensitive data, and dangerous mail. Inspectors are available to consult with you directly on your mail room security, and can provide expert advice to help you reduce the opportunity for theft, fraud, and abuse of the system. Proven response plans for a mail bomb, hazardous material or biological attack will also be discussed. Learn from the experts to quickly identify potential hazards in the mail, keep employees safe and minimize hazards.

# THE EVOLVING SHIPPING MARKETPLACE



In this track, attendees will discover valuable services, the latest innovations and customized shipping solutions offered through the US Postal Service.

### **10 HOT NEW LOGISTICS TRENDS THAT WILL KEEP CUSTOMERS COMING BACK FOR MORE**

Join our panel of industry experts as we discuss “future” logistics trends that are happening today. We all know that being able to respond quickly to these trends and leverage them into your portfolio is the difference between company growth and company stagnation. We have selected practical trends that have quickly gained momentum (we’re not talking about drones). Our panel, along with an interactive audience, will discuss the challenges of implementing these trends and how practical solutions can benefit retailers by staying relevant with the shopping-savvy consumer. We will be sure and save time for audience participation so please bring your own practical trends that you would like to discuss or pose your own organizational challenges that you are needing to be addressed with small-parcel shipping.

### **DRONES 101: WHAT YOU NEED TO KNOW ABOUT DRONES AND HOW WILL THEY MATTER TO YOUR FUTURE?**

News of drone delivery is everywhere. Multiple postal administrations around the world are testing various forms of drones. And drones are being used for other purposes as well. Today the drone industry is a \$400 million segment of the American economy. Yet by 2020, there is a prediction that this could be a \$1 billion business. Where will the growth come from? What role may drones play in the future of delivery? While some of the initial news has come from the thought that drones might support postal deliveries, there are other industry customers and markets that may be even more important in shaping the future of the drone industry. Mapping, agriculture, real estate, construction, entertainment, energy and utilities are only a few of the early projected users. The drones that may become commercial offerings will be tailored to meet the needs of these sectors and military applications. What will the regulatory and public policy considerations do to influence this perspective?

### **ELECTRONIC PACKAGE VERIFICATION – UNDERSTANDING YOUR DATA AND THE REPORTS**

Learn how you can manage your business using robust data available through the eVS package platform. Find out how to review and understand the reports and capabilities available to manage your business.

### **FUTURE OF MOBILITY: CROWDSOURCED DELIVERY**

According to research, 85 percent of top global brands have used crowdsourcing in the last ten years. By using a digital delivery platform to crowdsource last-mile package delivery from qualified individuals, Postal and Logistics operators can streamline their network operations, more efficiently staff parcel/package deliveries, and reduce delivery costs, particularly to rural areas and last mile. Similarly, crowdsourcing would boost longer-term revenues by creating new, more flexible delivery options, and improve the customer experience through real-time tracking, dynamic delivery routing, and experience rating. Key features include Real-Time Delivery Tracking, Mobile Destination (Barcode), Monetization of Data and “Fee-for-Flexibility.” The US Postal Service has the ability to participate in crowdsourcing platform ecosystems to maximize value and increase speed to market.

### **GLOBAL SHIPPING 101: A STEP-BY-STEP GUIDE FOR EXPERIENCED EXPORTERS TOO**

Learn why the US Postal Service should be part of your outbound shipping options to maximize your profits and give your customers the service they want. In this workshop find out where to begin, what you need to know and what features and benefits will best meet your customers’ needs. If you plan to grow your online business you will not want to miss this workshop.

### **HOW TO INCORPORATE THE US POSTAL SERVICE INTO YOUR CARRIER MIX**

In this workshop we will discuss the value of adding US Postal Service services into your carrier mix to control costs and improve service. Using real shipping examples, we will quantify areas where the US Postal Service can be more cost effective than UPS and FedEx, and provide better transit times to your customers. We will discuss the pros and cons of utilizing the US Postal Service directly or going with a consolidator model.

### **INBOUND SHIPPING SOLUTIONS TO THE UNITED STATES**

In this workshop we will explore the world of Global Direct Entry and how it offers multiple shipping options to meet your business needs. Learn from both industry and Postal experts as they discuss the US customs clearance processes and how direct entry with the US Postal Service compares to other traditional import methods.



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### **INNOVATIVE INTERNATIONAL DISTRIBUTION STRATEGIES TO CONTROL COSTS AND GENERATE GROWTH**

In this workshop, we will identify various ways to cost effectively distribute globally and expand your business reach into international markets. Learn how to implement low-cost shipping options that maintain high service levels and choices in international shipping and delivery. We will examine how to optimize the US Postal Service's international supply chain solutions as well as explore alternatives with the US Postal Service's Qualified Postal Wholesalers. We will also cover the nuances of international shipping with duties and taxes prepaid or collected at destination and how that affects your distribution choices.

### **LEVERAGING NEW CLOUD SERVICES TECHNOLOGY FOR SHIPPING SOLUTIONS**

We live in a digital age. The internet – and more recently the Cloud – have made profound and fundamental changes to our lives. From ordering products and services to communicating and interacting with customers, a world of commerce without borders is the new reality. Mailers need to adapt and evolve to meet changing needs and business requirements. Learn how cloud-based solutions can simplify your multicarrier sending process, centralize tracking, consolidate expense management, and integrate with your existing mailing systems. Gain greater control and visibility into the true cost of sending.

### **LEVERAGING SHIPPING DATA ACROSS ALL YOUR E-COMMERCE OPERATION**

Most e-commerce businesses have optimized every single interaction and click to drive their customers to purchase. However after clicking “Buy,” there’s a huge information gap for both the business and the customer. With return customers being up to 54 percent more likely to purchase again, but an average of 40 percent of customer support inquiries starting with “where’s my package?,” this lack of post-purchase data can bleed businesses dry. In this

workshop, we’ll show how many post-purchasing operations can be optimized with existing shipping information that you may already be collecting. We will walk through real, applicable examples gathered from successful e-commerce businesses that can help you to alleviate customer support, improve customer experience, measure fulfillment efficiency, prevent fraud and incentivize return purchases.

### **NEW US POSTAL SERVICE TECHNOLOGY: ePOSTAGE, PC POSTAGE, eVS... WHAT’S THE DIFFERENCE?**

There are many different ways for companies to purchase US Postal Service shipping labels. Whether you’re working with a 3PL warehouse or have your own operations, it’s important to understand the nuances of technologies for connecting to the US Postal Service to make sure that it supports features for your business today and in the future. We’ll cover the differences between: 1. ePostage – the most modern and newest US Postal Service API connection; 2. PC Postage – launched in 1999, a US Postal Service API connection; and 3. eVS – the most common way commercial shippers generate US Postal Service labels.

### **OPTIMIZING THE RETURNS PROCESS WITH SCAN WEIGH AND PAY**

Attend this workshop to find out about this new program for outbound and return parcels. The program features automated data capture, assessment and billing, eliminating the need for manual assessment, postage due, and weight requirement on shipping labels. Details will include review of systems, schedule, timeline, onboarding process and results to date. Don’t miss this new innovative US Postal Service shipping solution that can provide you with a competitive edge.

### **PARCELS ARE A PACKAGE DEAL: SERVICE LEVEL, LOGISTICS, AND TECHNOLOGY**

If your business sends a large volume of parcels or just a few at a time, it’s important you focus on three key areas while evaluating how you ship: 1) You must pick the right classification to ensure the lowest possible cost; 2) Choose the right logistics partner to enhance delivery; and 3) Utilize technology and data analytics to improve your customers’ experience. This workshop will review the big picture, while providing helpful, detailed hints to help you become a shipping superstar.

### **PRIORITY MAIL VS SUREPOST/SMARTPOST: COSTS, CUSTOMER EXPERIENCE AND BRANDING**

There are several types of shippers. Those driven by costs. Those driven by customer experience. And those driven by some combination of the two. In some instances, shippers are driven by branding, which might supersede costs and/or customer experience. “Branding” in this context, is the desire for shippers to be associated with a premium brand. Where do you fall when comparing Priority Mail to SurePost/SmartPost? In this workshop, independent shipping experts will help you understand how these different types of shippers can appropriately analyze their identity and what should be considered when deciding between Priority Mail and SurePost/SmartPost. In a small parcel market that is seeing incredible gains from the US Postal Service, particularly in e-commerce, Priority Mail is boosting its identity as a premium service for a reasonable cost. What does this mean to shippers and how does it rebalance the customer experience and costs?

### **SHIPPING TRENDS: BIG DATA AND DELIVERY FLEXIBILITY**

Shipping is the final (and arguably most important) frontier when it comes to satisfying customers. Big box retailers have made shipping a priority by routinely examining and revamping their fulfillment methods, resulting in unique solutions. In this workshop we will discuss how keeping an eye on trends and adopting new, relevant shipping methods will not only help improve customer satisfaction, but also help small business owners stay competitive.

### **THE FUTURE OF PACKAGE DELIVERY**

The rise of online shopping has accelerated the growth in shipping across the US and is expected to continue to grow as consumers crave the convenience of the channel. But how has the shipping process impacted consumer confidence in online purchasing, with concerns over the security of receiving packages at their home? We’ll share how big a concern secure delivery is and what the demand is for alternative delivery options (rerouting to work/parcel lockers). Finally, we’ll share receptivity and thoughts on a new US Postal Service innovation, Expected Delivery Window, which is designed to give consumers more control over their package receiving experience and help alleviate security concerns.

### **USING THE US POSTAL SERVICE TO ENHANCE THE E-COMMERCE CUSTOMER EXPERIENCE**

E-commerce is exploding. Shipping costs are increasing. Customer expectations are rising. Thanks to the Amazon Effect, shippers are faced with an uphill battle in balancing costs and customer experience. Historically, shippers have focused on reducing the time it takes between receiving an order to the moment it ships. This approach misses a fundamental component – the impact on customer experience of unnecessarily sacrificing time-in-transit for the sake of cost. In this workshop, learn how Priority Mail is uniquely positioned to handle the e-commerce trends by providing shippers with stronger levels of service without breaking the bank. Attendees will develop a better understanding and appreciation for the complete fulfillment cycle and how US Postal Service Priority Mail is uniquely positioned to elevate the customer experience.

### **US POSTAL SERVICE SHIPPING: DEBUNKING THE MYTHS**

In this workshop, independent shipping experts debunk the most common myths related to the US Postal Service and address legitimate concerns of the past that have been resolved in recent years. Attendees will gain a stronger perspective of all options in the small parcel market, giving them a new sense of empowerment when making shipping decisions.

### **VALUE ADDED FEATURES FOR THE E-COMMERCE SHIPPER**

Attend this workshop to learn about new features from the US Postal Service that improves the e-commerce customer experience. The feature discussed will include My USPS, the eSignature on File tool that allows a consumer to digitally sign for a package, and Package Pickup Expansion of the Postal network for free Package Pickup and Pickup on Demand. We will also discuss Online Refunds, an automated refund tool that allows our commercial and retail customers to electronically request refunds for service performance failures for Domestic Priority Mail Express (PME) and Extra Services.

# THE NEW DIGITAL MARKETING CHANNEL – MAIL



In this track, you'll learn how to build an effective multi-channel campaign by integrating direct mail and digital marketing to develop the correct blend of marketing techniques allowing you to reach your audience exactly where, when and how they want to be reached. You'll also have the opportunity to choose from a variety of professional development workshops.

## ARE YOU LISTENING? HOW TO AVOID COMMON COMMUNICATION BLUNDERS

Do you feel like the important things you say fall on deaf ears? You are not alone. Whether we are talking with a customer, emailing a prospective client or having lunch with a co-worker, communication becomes the most important thing we do each day, so make it count! We all know it is essential to get our message across in order to get our work done, but we also know that is sometimes not as easy as it sounds. Politics, incompatible personalities, and red tape often inhibit our ability to say what we mean and mean what we say. Join in a reflection of everyday communication and a discussion on how to avoid common mistakes in future conversations.

## BEST PRACTICES IN WORKING WITH YOUR CREATIVE AGENCY

The relationship between marketer and their creative agency is an important one. In fact, it's critical to an effective marketing process. When it's good, it's great. When it's bad, it's stressful for everyone and can hold back a brand from achieving its goals. This workshop will discuss attributes associated with great agency/client relationships and identify tips and tactics for you to use to help maintain strong relationships with your agency marketing partners.

## BETTER DIRECT MAIL CREATIVE THROUGH HTML

Transform your direct mail creative design, production and management using HTML5 to generate print-ready files. Learn how HTML5 generated creative can take advantage of real-time digital data to personalize mailpieces all while saving production time and lowering costs.

## BRAND TRANSPARENCY

Facilitating consumer trust goes straight to the bottom line. If you want loyalty from customers, then you need to build a transparent brand. In fact, nearly all consumers (94%) are likely to be loyal to a brand that offers complete transparency. The Internet in general and the rise of social media has allowed brands to develop their own personalities, values and relationships with consumers. In this workshop we'll uncover ways to shape your brand's narrative and tactics to help build dedicated consumers for life.

## BUILDING A WINNING MULTI-CHANNEL CAMPAIGN

Building a strong multi-channel campaign and a strong direct mail campaign have a lot in common – a strong offer, solid creative, the right list, and a strong call to action. But crafting a multi-channel campaign brings in a whole new set of challenges – from creative to timing issues. In this workshop, we will walk through creating a multi-channel marketing campaign, starting with developing the offer and mail piece, and work through how to create the right landing page, creating links – personalized URL (PURLs), Quick Response (QR) codes – and other elements of the campaign. Participants will be ready to create their own multi-channel campaign.

## DIRECT MAILERS TRANSFORMING INTO TRANSACTIONAL MAILERS: THE STANDARD TO FIRST-CLASS MAIL SHIFT

Has your direct mail organization thought of diversifying and entering the more stable and growing transactional communication space? Although it's true that much of the workflow between direct and transactional mail is very similar, if not duplicative, to assume the transition is easy would be naive. This workshop will help you better understand the nuances, idiosyncrasies and organizational mindset needed to successfully enter the transactional space.

## ENHANCING YOUR PRINTED MATERIAL WITH INTERACTIVE DIGITAL CONTENT

Augmented Reality (AR) has the potential to bring your printed piece to life, but just what is AR and how does it work? AR is based upon a printed target or trigger, a software application, and a digital device like a phone or tablet. The printed trigger is scanned by an app and then a digital interaction occurs that then appears on a digital screen. This interaction can be simple to complex, and can cause a website to be launched, a video to be started or even launch a 3D image. The possibilities are endless, and the technology continues to advance. This workshop will look at defining AR and providing a lesson on just how to create AR using an app. A variety of AR applications, as well as research on AR, will also be reviewed in relation to incorporating AR into direct mail and marketing campaigns.

## FINDING THE ANSWER

Good leaders don't have to know all the answers. They have to be willing to ask the hard questions to get to the right solution. And often that means asking a follow-up question, and then another. And another. Until there's a level of certainty that allows everyone to move forward together. This workshop will try to solve the problem of: "How many questions do you have to ask to get to the answer?"

## HIRING, TRAINING AND RETAINING MILLENNIALS

Finding and keeping Millennial-age employees who will demonstrate loyalty and commitment to an organization is a challenge for many businesses today – large businesses as well as small businesses. Our recruitment, on-boarding, training, development and performance management systems have not kept up with the changing labor force. As a result, Millennials can quickly disengage, and go in pursuit of something they deem better. A shrinking labor market only compounds this challenge. In this workshop, we will explore how to best attract, motivate, and retain this new generation of employees.

## HOW TO REVERSE YOUR DOWNWARD REVENUE TREND WITH MINIMAL INVESTMENT

Stagnating revenues and declining profits aren't just unique to your business (if you're unlucky enough to be there). Revenue in the print industry was down 2.4 percent in 2014, and it's expected to stay down. On the flip side, digital media is exploding, and its dominance is no longer up for debate. We, as an industry, need to integrate new online strategies with tried and true offline products if we want to grow and stay relevant. But marrying these two components isn't as easy as it may sound. Some companies spend YEARS and hundreds of thousands of dollars investing in digital expansion and integration with little to nothing to show for it. In this workshop, you'll be shown a PROVEN map towards online/offline integration that yields higher revenues and profits quickly. One company that implemented this strategy increased revenue \$1.2 million in 12 months in integrated upgrade sales alone. Learn how it's done!

## INCREASING ENGAGEMENT IN TRANSACTIONAL COMMUNICATIONS

Bills. Statements. Notices. Invoices. It's more than mail. It's often your most important customer interaction. But shifts in technology, mobility and information have created a growing challenge to effectively communicate with customers, especially with new digital technologies and rapidly changing customer preferences. Learn strategies and best practices to future-proof your current systems to enhance the impact of your communications now by enabling seamless and more relevant multi-channel customer communications into the future.

## KEYS TO MAXIMIZING YOUR EFFECTIVENESS

We all desire to be more effective and successful at work and in our personal lives. In this presentation we will learn tried and proven methods to be more effective as leaders, workers and individuals – and learn how to help others

be more effective too. Come and learn tips to improve the communication, relationships and performance of you and your team. We'll be pulling wisdom from the bestselling business book of all time and from other leading-edge research and writings.

## LEADING DURING TIMES OF CHANGE

As Bob Dylan once wrote, "The times, they are a changin'." Those words may never be more true than today. Robotics, a multi-generational workforce, video platforms, social media, population growth and the digital age – these changes are driving businesses to operate and service customers in very different ways, and the change is constant and rapid. So how do you lead during a time of uncertainty? Hear about how historic and heroic leaders have thrived during difficult times, what we've learned from them and how you too can lead during times of change.

## LEARN FROM THE IRRESISTIBLE MAIL FINALISTS

This workshop is facilitated by the US Postal Service and showcases the talent, inspiration, and best practices of the four finalists of the Irresistible Mail Award. The panelists will share details about their Irresistible Mail, including: why they chose direct mail as a solution, details about their pieces, why they designed them the way they did, obstacles and results.

