



Growth Driven

Fueling Your Mailing and Shipping Success

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Orientation

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Overview

- Resources
- Courses
- Exhibit Hall
- Major Events
- Networking and Social Events

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National Postal Forum: Resources

- Program Guide
- NPF App
- Other attendees

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National Postal Forum: Planning Your Time

- 30% attending classes
- 30 % in the exhibit hall
- 30% networking
- 10% enjoying the host city
- Be smart – download the NPF APP!

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National Postal Forum: Selecting Courses

- Need to know!
- Interesting topic
- Excellent speaker

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National Postal Forum: Courses - Tracks

- eCommerce: Steps to Shipping Success
- Informed Delivery: Real Time, Real Data
- Leadership and Professional Development
- Pushing the Envelope: Why Mail Works
- The Evolution of Delivery: From Mailbox to Mail “inbox”

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National Postal Forum: Certificate Programs

- Not the same as certifications
- Certificates are evidence of:
 - Attendance
 - Commitment
 - Awareness
- Levels – Bronze, Silver, Gold, Platinum

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National Postal Forum: Certification Programs

- National Center for Employee Development (NCED)
 - Mail Design Professional (MDP) - \$95.00
 - Executive Mail Center Manager (EMCM) - \$180.00
 - Certified Direct Mail Professional (CDMP) - \$160.00

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Exhibit Hall - Attendees

- Have a plan – Map your route
- Set appointments with key vendors
- Talk to at least one new vendor per day
- Walk with a friend
- Wear comfortable shoes

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National Postal Forum: Why network?

- “Everyone lives by selling something.”
- Education, training & talent will only take you so far
- You don’t know who knows who
- You don’t know who’s looking for you
- People are interesting – as people

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National Postal Forum: Networking Tips

- Positive Attitude
- Visual Contact
- Seek Common Ground
- Be Interested, Not Interesting
- Be Polite
- Follow-up

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2019 National Postal Forum Major Events

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Area Receptions – JW Marriott

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PMG Brennan Keynote Address – JW Marriott

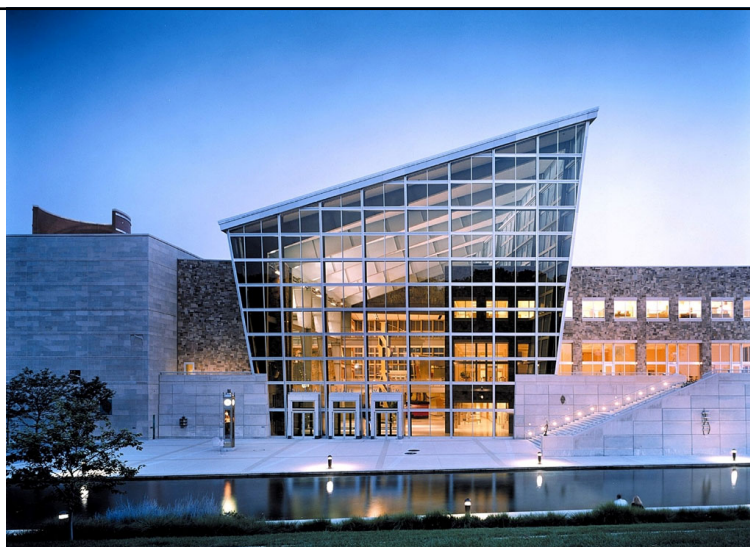
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Exhibit Hall

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PCC Reception – Indiana State Museum

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Tuesday – General Session – JW Marriott

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Tuesday Evening – Exhibitors' Reception

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Wednesday – Recognition Luncheon JW Marriott

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TED

Wednesday Afternoon – TED Talks Convention Center

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Closing Event – Dallara IndyCar Factory

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NPF: First Timers

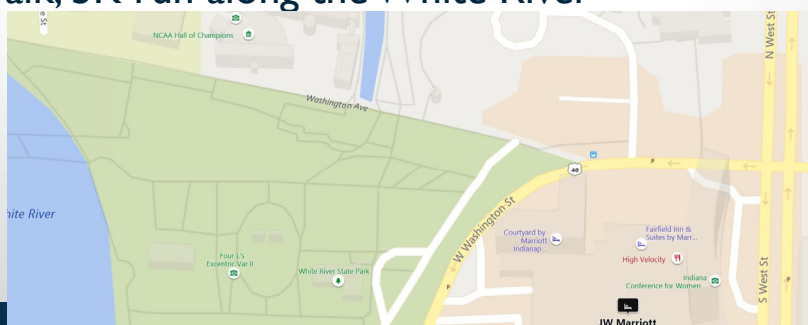
- Plan your time – especially classes and the exhibit hall
- Look for veterans
- Look for fellow First-Timers
- Ask vendors questions
- Talk to speakers outside of class

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Morning Walk-Run

- Sunday through Wednesday, 5:30 am
- North end of JW Marriott (Washington and West St)
- 2-mile walk, 5K run along the White River



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National Postal Forum: After the Show

- Write a report
- Share course handouts
- Draft an implementation plan
- Follow-up
- Check out your local Postal Customer Council

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Checklist

1. Have a plan – but be flexible
2. Bring business cards
3. Wear comfortable shoes and leave laptop in the room
4. Watch your health
5. Enjoy yourself – with moderation



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Questions?

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