

# Tune up your Engines: Getting the most out of the 2019 National Postal Forum

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## Overview

- Plans and schedules
- Courses
- Exhibit Hall
- Major Events
- Networking and Social Events

## National Postal Forum: Why Attend?

- Meet with multiple vendors
- Educational sessions
- Changes in the industry
- Networking

## National Postal Forum: Who Should Attend?

- Executives
- Managers and supervisors
- Leads and senior operators
- Purchasing / Procurement specialists
- Vendors - Sales people, Technicians

## 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!

## National Postal Forum: Selecting Courses

- Need to know!
- Interesting topic
- Excellent speaker
- Start planning today: <https://npf.org/workshops/>

# 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”

PLEASE NOTE: This document is subject to change

National Postal Forum - Indianapolis, IN									
May 5 - 8, 2019 (subject to change)									
ROOM	Jr. Ballroom	134	135	136	137	138	139	140	141
PERIOD 1 9:00 AM - 10:00 AM	National Meeting of Areas Inspiring Mail (Starts at 8:30 am)	From Stress to Success	Package Trackology 101		Informed Visibility - How Did We Get Here, Why Did We Get Here and Where are We Going?	How to Better Yourself for Promotional Opportunities Within the Mailing Industry	Seamless Acceptance - Why It Works for You	Augmented Reality to Opportunities to Increase Your Response Rate	
PERIOD 2 10:15 AM - 11:15 AM	PCC Opening Session	WILDS: The Future of Blockchain in Trade and Logistics	A Deeper Dive Into Mail Quality Data Through Informed Visibility	Delivery Partner Program: Scanning for Your Customers and You	Give Them What They're Asking For: What Marketers Want From Mail	The Rise of On-Demand Delivery and the Last Mile of the Future	First-Class Mail - The Personal Touch	Mailing and Shipping Solutions Center	Marketing Mail & Shipping Trends- Today and Tomorrow
PERIOD 3 11:30 AM - 12:30 PM	PCC Opening Session (ends at 11:45 am)	Reaching Your Target Audience From Lists to Look-Alike Models	Informed Delivery: How to Conduct Interactive Campaigns	Stay Informed	Navigating the Postal Landscape	The Strategy and Tactics of a Winning Informed Delivery Campaign - Creating and Measuring Success	The Voice Assistant: A New Addition to the Inbound Mail Center?	Hazmat 101: Pub 52 - How to Safely Mail Hazardous Materials and Lithium Battery Mailing Standards	Federal Registry Notices - The Process and Responsibilities
12:30 PM - 1:30 PM Lunch on the Go - Indiana Convention Center									
PERIOD 4 1:30 PM - 2:30 PM		PCC Session	Power of Visualization and Data Stories	Orientation Session	Address Quality Best Practices - One Size Does Not Fit All	Driving Efficiencies in eCommerce	Using Informed Delivery to Enhance Your Next Omnichannel Campaign	In the Know: Stay Informed with Postal and Industry Resources	Quantifying the Value of Mail in an Omni-Channel Marketplace
PERIOD 5 2:45 PM - 3:45 PM	Welcome to the Cyberhood: Please Won't You be My (Safe) Neighbor	PCC Session	Benefits of End-to-End Piece Visibility: Practical Application	Mail Operations for Beginners	What are the Latest Trends in eCommerce Fulfillment	The Postmaster General's Mailers' Technical Advisory Committee Update: What's on the Horizon	2019 USPS Mailing Promotions	How to Make Technology Work for Your Direct Mail	Enhancing the eCommerce Experience with USPS Technology
PERIOD 6 4:00 PM - 5:00 PM		PCC Session	Data Driven: The Key Attribute That Makes Mail a Viable Marketing Channel	Why Print is Still an Important Communication Tool	Developing Your Professional Persona: Tips and Tricks to Enhance Your Authentic Self	Data Visibility: The Key to Growing Your Business	International Addressing Requirements For Shipping Successfully to Foreign Customers	Open and Distribute: Getting Lightweight Packages to Your Customers Faster	Influence of Document Management in Today's (Digital) Mailroom
5:30 PM - 7:00 PM	Welcome and USPS Areas' Reception - JW Marriott								

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Monday - May 6									
8:00 AM - 9:30 AM PMG Keynote - JW Marriott									
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 and 12:00 pm - 1:30 pm)									
ROOM	Jr. Ballroom	134	135	136	137	138	139	140	141
PERIOD 7 11:00 AM - 12:00 PM	Innovating Today for Tomorrow's Customer	What's In? What's Out: 10 Hottest and Newest Logistics Trends for 2019	Automated Returns: USPS Shipping Products and Returns Roadmap	Talent Management and the Art of Leadership	Boot Camp for Mail Center Managers Part 1	Informed Delivery Works for Marketers	Postmark: Danger	Parcel Lockers: Designing a Holistic Solution to Manage the Lifecycle of Incoming Packages and Mail	Everything is Addressable
12:00 PM - 1:30 PM Lunch - Exhibit Hall									
PERIOD 8 1:30 PM - 2:30 PM	What is New in Pricing and Product	Staying Alive	Manage and Pay for USPS Services Through a Single Account	Informed Visibility Simplified: Show How to Generate Intelligence From a One Time Download	The Returns Process: Enhancing the Customer Experience Workshop	Why Direct Mail Still Works	Gaining Maximum Productivity Based on Personality Type	Nuts and Bolts - The Application Process For Periodicals	Gaining a Competitive Advantage with Emerging USPS Global Solutions
PERIOD 9 2:45 PM - 3:45 PM	Tomorrow's Mailing and Shipping Solutions Today	Delivering the Right Message to the Right Audience at the Right Time	The Complete Guide to Developing Winning eCommerce Packaging	Informed Delivery: Using and Understanding Data	Top 5 Factors Influencing Your International Mail Decisions	Informed Visibility - Real Scenarios - Real Results	Seamless Fulfillment: Winning the Fight for the Front Door	Hot Topics for Mail Owners	Business Customer Gateway (BCG) A New Look and Feel
PERIOD 10 4:00 PM - 5:00 PM	Utilizing Analytics to Drive Performance and Fuel Innovation	Trade, Tariffs and Treaties: Impact on International Mail and Parcels in 2019 and Beyond	Keys to Maximizing Your Effectiveness	Press Play: The Postal Service's Gamified Approach to Cybersecurity Training	Emerging Technologies in the Mail	Adding Value, Services and Recognition to Your Campus Mail Center	Where's My Package? How Artificial Intelligence Can Help Improve the Customer Experience	Beat the Competition with Better Direct Mail Data	Digging for Diamonds...How to Unlock Hidden Gems in Your Data
5:30 PM - 7:30 PM PCC Reception - Indiana State Museum									

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National Postal Forum - Indianapolis, IN									
May 5 - 8, 2019 (subject to change)									
Tuesday - May 7									
8:00 AM - 9:30 AM General Session - JW Marriott									
9:30 AM - 2:00 PM   5:00 PM - 6:30 PM Exhibit Hall Hours (9:30 am - 2:00 pm and 5:00 pm - 6:30 pm) and Exclusive Exhibit Hall Time (9:30 am - 11:00 am, 12:00 pm - 1:30 pm and 5:00 pm - 6:30 pm)									
ROOM	Jr. Ballroom	134	135	136	137	138	139	140	141
PERIOD 11 11:00 AM - 12:00 PM	Visualizing the End Journey of Mail and Packages Through the Operations Network	B2B Advertising - Cutting Through the Clutter Automatically	11 Tips for More Effective Direct Mail	Your Team Can Sear! Powerful Lessons to Help You Lead and Develop High Performing Teams!	Boot Camp for Mail Center Managers Part 2	I/O On-The-Go: Intelligent Analytics Here, There, Everywhere	Hot Topics in Addressing: An Industry Perspective	Informed Delivery and Commingling: How to Make Everything Work as Intended	Evolution of Delivery: Accountable Item Barcode Tracking & Intelligent "Smart" Lockers
12:00 PM - 1:30 PM Lunch - Exhibit Hall									
PERIOD 12 1:30 PM - 2:30 PM	On the Road to Growth: First and Last Mile Pays the Way	What is so New and Dynamic About Direct Mail?	Cross-Border eCommerce Shopper Survey: Key Findings and Implications	Accurate Address Solutions	New Data: New Possibilities	Becoming Smarter at Managing Your Mail Center	Developing Cost Effective Mail Screening Protocols	8 Integration Technologies to Seamlessly Track Direct Mail Effectiveness and Enhance Results	Putting the Data into Data-Driven Direct Marketing
PERIOD 13 2:45 PM - 3:45 PM	Transforming the Customer Experience at USPS	Secrets From The Next Generation Campaign Award Winners	Partnering with Suppliers for Success	Informed Delivery: Advanced Campaign Creation Via PostalOne	Informed Visibility and the Compliance Mailer	Learn How Smart Mail Centers Innovate and Implement Game Changing Solutions	Timing is Everything: How Marketing Mail Can Deliver Customers at Light Speed	An Integrated Supply Chain	How Direct Mail Can Raise \$1.5 Million for You and Your Organization
PERIOD 14 4:00 PM - 5:00 PM	Peer to Peer Roundtables	Latest and Greatest Improvements in the USPS Package Delivery Network	Mail Just Works: Learn Why and How It Remains Relevant	When Dirty Data Gets You Down: Garbage In = Garbage Out	Demystifying International Shipping	Emerging Technologies - Why Should You Care?	The Last Mile: How to Make Informed Visibility Work for Your University	Embracing the "Weird and Wonderful" Possibilities of Mail to Drive OmniChannel Success	Avoiding Assumptions with Scan Based QA
5:00 PM - 6:30 PM Exhibitors' Reception - Exhibit Hall									



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Wednesday - May 8									
ROOM	Jr. Ballroom	134	135	136	137	138	139	140	141
PERIOD 15 8:00 AM - 9:00 AM		Going Where the Money Is - Selling Direct Mail to Digital Buyers	Mail Houses Taking Over the Shipping Industry	2D Barcodes: More Than Just a Pattern	Social Media: Protecting Your Professional Profile	Shipping, Returns, Refunds & Claims Made Easy	USPS Special Services: Adding Value to Letters, Flats and Packages	How Geospatial Technology Revolutionized Postal Operations	Undeliverable as Addressed Mail Processing Methods
9:00 AM - 12:00 PM	Exhibit Hall Open (9:00 am - 12:00 pm) / Exclusive Exhibit Hall Time (Exhibit Hall Hours 9:00 AM - 12:00 PM)								
12:00 PM - 2:00 PM	Lunch with Guest Speaker - JW Marriott Ballroom								
2:00 PM - 4:30 PM		Special	First	Time	Sessions	Unique	Education!	Stay	Tuned!
7:00 PM - 10:00 PM	Closing Event - Dallara IndyCar Factory								

#### LEGEND

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

updated 03/29/19

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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

## 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

## 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

## National Postal Forum : Vendors

- You ARE your brand
- Look sharp – booth and people
- 5-minute huddles at the beginning of each day
- Ask attendees about their jobs, not your product
- Talk with your fellow vendors
- No eating, no alcoholic beverages in the booth

## 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



## National Postal Forum: Networking Tips

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

## National Postal Forum: Business Cards

- No excuse not to have business cards
- Use a personal email address
- Simple designs work best
- Print or order low-cost cards
- Bring extra cards
- Always carry your business card!

## 2019 National Postal Forum Major Events



Habitat for Humanity



## NPF Golf Tournament



## Classes – Sunday through Wednesday





Sunday – AIM, PCCAC, PCC Boot Camp



Area Receptions – JW Marriott



PMG Brennan Keynote Address – JW Marriott



Exhibit Hall





## PCC Reception – Indiana State Museum



## Tuesday – General Session – JW Marriott



## Tuesday Evening – Exhibitors’ Reception



## Wednesday – Recognition Luncheon JW Marriott

# TED

Wednesday Afternoon – TED Talks  
Convention Center



Closing Event – Dallara IndyCar Factory



## 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

## Mark's Classes at the NPF

- Sunday, Period 2 – PCC Opening Session
- Sunday, Period 4 – Orientation
- Monday, Period 7 – Boot Camp for Mail Center Managers (1)
- Monday, Period 9 – Leadership in the Age of Robots:  
How to be Better Humans
- Tuesday, Period 11 – Boot Camp for Mail Center Managers (2)
- Wednesday, Period 15 – Social Media: Protecting Your  
Professional Profile

## 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



## National Postal Forum: After the Show

- Write a report
- Share course handouts
- Draft an implementation plan
- Follow-up
- Berkshire Company Blog Post



# 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



## Questions?

We are waiting to network with you  
at the  
National Postal Forum!

## NETWORK WITH ME



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