

National Postal Forum Baltimore, MD

May 21-24, 2017

Sunday - May 21

ROOM	Jr. ballroom										
PERIOD 1 9:00 AM - 10:00 AM	National Meeting of Area Focus Groups (until 10:30 am)		Targeted Budget-Friendly Marketing Mail	Global Shipping 101: A Step-by-Step Guide for Experienced Exporters too	Do You Know Who Your US Postal Service Connections Are From the Local to National Level	Lessons Learned from the Survivors Club	Mailroom Security: Risk Management Training and Critical Infrastructure...	Mailing Bills and Statements? How to Get the Most for Your Money	Everything You Wanted to Know About Postage But Were Afraid to Ask		
PERIOD 2 10:15 AM - 11:15 AM	PCC Opening Session(starts at 11am)		Mailer Scorecard Navigation and Report Utilization	Mail 101: Basic Tips for Controlling Postage Costs	Informed Delivery Update and Overview	Canadian Mail Changes: What You Need to Know	Step Up to Stand Out	Increasing Engagement in Transactional Communications	How to Incorporate the US Postal Service Into Your Carrier Mix	Migrating Customer Acquisition Targets to High-Value Loyal Customers	Use Direct Mail to Enhance Your Customer Service and Extend the Life Cycle of Your Customer
PERIOD 3 11:30 AM -12:30 PM	PCC Opening Session(starts at 11am)		Are You Listening	Closing the Visibility Gap	Using Lean Six Sigma: Improving the Customer Experience Through the Value Stream	Reinventing Mail: How Technology Trends are Modernizing our Industry	Cross Platform Attribution	Leveraging New Cloud Services Technology for Shipping Solutions	MTAC Update	Postal Budgets: Are You in Command of Your Operation?	Campaign Design for Informed Delivery: Adding Digital Content
12:30 PM - 1:30 PM	Lunch on the Go										
PERIOD 4 1:30 PM - 2:30 PM	Cultivating Smarter Intelligent Mail (VP Mehra)		Future of Mobility: Disrupting Marketing and Changing the Game for New Products and Business Models	Everything You Wanted to Know About Government Mailings	Building a Winning Multi-Channel Campaign	Optimizing Mailing Efficiency in an Intelligent World	Election Mail: A Panel on the Presidential Election of 2016	Leveraging Shipping Data Across All Your E-Commerce Operation		Forum Orientation Session	The Periodicals Connection - How to Connect with Your Customers and Keep Them in Your Sights...
PERIOD 5 2:45 PM - 3:45 PM	Delivery Today and Tomorrow (VP McAdams)		UAA Mail - Best Practices and Solutions	eDoc 101: Introduction to Mail.Dat	Building Your College and University Mail Center's Brand	Value Added Features for the E-Commerce Shipper	Making the Mail Moment Matter in every Channel	Using and Understanding Informed Delivery Data	Inbound Shipping Solutions to the United States		A Postal Customer Council How-To Part One
PERIOD 6 4:00 PM - 5:00 PM			Hiring, Training and Retaining Millenials	The Ins and Out of Outsourcing and Insourcing	The Sleeping Giant Has Awakened: The Rise of Direct Mail in a Digital Era	KYC-KTA Risks and Opportunities	Shipping Trends: Big Data and Delivery Flexibility	Innovating Bulk Mail Distribution Through Behavioral Analytics	Putting Passion Into your Mail Job	Media Attribution - How Can YouTell	A Postal Customer Council How-To Part Two
5:30 PM - 7:00 PM	Welcome and Areas' Reception										

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Monday - May 22

8:00 AM - 9:30 AM	PMG Keynote - Ballroom										
9:30 AM - 4:00 PM	Exhibit Hall Hours and Exclusive Exhibit Hall Time (9:30 am - 11:00 am and 12:00 pm - 1:30 pm)										
ROOM	Jr. ballroom										
PERIOD 7 11:00 AM - 12:00 PM	Innovating Today for Tomorrow's Customer (VP Reblin)		Cut the Fat, Get Lean	Direct Mailers Transforming into Transactional Mailers: The Standard to First-Class Mail Shift	Optimizing Your Print Shop to Reduce Mailing Costs	Your Team Can Soar! Powerful Lessons to Help You Lead and Develop High-Performing Teams	Boot Camp for Mail Center Managers Part 1	Using the US Postal Service to Enhance the E-Commerce Customer Experience	Automation is the Answer to the UAA Problem	Anatomy of a Great Mailer	A Fast Understanding of Our Facility Access
12:00 PM - 1:30 PM	Lunch - Exhibit Hall										
PERIOD 8 1:30 PM - 2:30 PM			Where Does Direct Mail Fit Into Those Increasingly Digital Tactics?	Choosing the Best Move Update Method for Your Mail	Industry SWOT: Impact of Today's Trends on Your Business and How to Capitalize On Them	From Stress to Success	Integrated Media Research Center	Emerging Technologies	Parcels are a Package Deal: Service Level, Logistics and Technology	PCC Policy Administration Starter Kit	"Staying Alive!" (Chief Postal Inspector Cottrell)
PERIOD 9 2:45 PM - 3:45 PM	Informed Product Simplification (VP Monteith and VP Owens)		Embracing Internal Customer Satisfaction for Improved Service and Efficiency	Technology in 2017 Promotions	Digitally Outsourced Fulfillment of Small Jobs and "White Mail" Can Save Money, Improve Delivery...	The Most Important Four-Letter Word in Direct Mail: Test	PostalPro	Leveraging Technology for the 21st Century Mail Center	Engaging Mail and the Generations	Streamlined Mail Acceptance: A Guided Tour Through Seamless Acceptance	Mail Quality: It Takes an Electronically Connected Supply Chain
PERIOD 10 4:00 PM - 5:00 PM			Postal Explorer - Navigating Requirements, Publications and Calculators	Leveraging Trends in Digital Marketing to Use in Direct Mail	Mailing in a Secure World in 2017	Hot Topics in Addressing: An Industry Perspective	Enhancing the Customer Experience	10 Hot New Logistics Trends that will Keep Customers Coming Back for More	Brand Transparency	Living with and Loving Periodicals: Navigating Requirements, Using the New Changes and Being Ready...	Outsourcing - Separating Myths From Realities
5:00 PM - 6:30 PM	PCC Reception										

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Tuesday - May 23

8:00 AM - 9:30 PM											
General Session - Ballroom											
ROOM	Jr. ballroom										
9:30 AM - 11:00 AM											
Exhibit Hall Hours and Exclusive Exhibit Hall Time (9:30 am - 11:00 am, 12:00 pm - 1:30 pm and 5:00 pm - 6:00 pm)											
PERIOD 11 11:00 AM - 12:00 PM	End-To-End Network of Operations - The Art of Possible (VP Cintron)		Boot Camp for Mail Center Managers Part 2	The Fusion of Digital and Physical - Technology that Delivers a Competitive Edge	Payment Modernization	Informed Delivery Campaigns using Mail.dat	Drones 101: What You Need to Know About Drones and How Will They Matter to Your Future?	How to Reverse Your Downward Revenue Trend with Minimal Investment	Seamless Acceptance + Informed Visibility = Improved Tracking and Transparency	Postal Pro/PCC Portal	US Postal Service Shipping: Debunking the Myths
12:00 PM - 1:30 PM											
PERIOD 12 1:30 PM - 2:30 PM	Enterprise Analytics - The Digital Frontier (VP Cronkhite)		Employees as Customers - The Power of the Employee Experience and Engagement	Transform Your Operation with Color Inkjet Printing: Gain Efficiency, Lower Cost and Create Higher Value...	What's Mail Got to do With it?	Innovative International Distribution Strategies to Control Costs and Generate Growth	Future of Mobility: Crowdsourced Delivery	Advanced Customer Loyalty: Taking Segmentation to the Next Level	Learn from the Irresistible Mail Finalists	Undocumented Mail Pieces	Informed Delivery as Part of Your Omni-Channel Marketing Strategy
PERIOD 13 2:45 PM - 3:45 PM	Informed Visibility: Making Powerful Connections in Real Time (VP led panel)		Ensuring Document Integrity for Transactional and Information Based Mailing	The Data to Support Informed Delivery: Market Research and Consumer Response	Utilizing eInduction to Manage Logistics and Simplify Drop Shipments	Priority Mail Vs Surepost/ Smartpost: Costs Customer Experience and Branding	Maximizing the Financial Results of Your Multi-Media Marketing Campaigns	Is There a Million Dollars on Your Shop Floor	Value of the PCC: When Industry and the US Postal Service Work Together Success Follows	Who Protects Your Mail? Postal Inspectors	When Generations Collide A New Diversity Issue
PERIOD 14 4:00 PM - 5:00 PM	Peer-to-Peer Roundtable		Mailing at the US Postal Service Marketing Mail NonProfit Prices	Tools to Track Social Media Integration in a Mailing Campaign	Keys to Maximizing Your Effectiveness	How to Unify Your Campus Logistics and Processes	New Mail Entry Technologies: What's in it For Mail Owners	Informed Delivery Developer Webtools and Informed Delivery Tool Kit	Electronic Package Verification - Understanding Your Data and the Reports	Wow's My Mail - Connecting Mailers with Greater Visibility	Making Connections with Suppliers (VP Brownell)
5:00 PM - 6:30 PM											
Exhibitors' Reception - Exhibit Hall											

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Wednesday - May 24

ROOM	Jr. ballroom										
PERIOD 15 8:00 AM - 9:00 AM			Leading During Times of Change	Synchronizing Marketing and Operations With the Customer Journey	Best Practices in working with Your Creative Agency	Policy Geeks Unite	Putting the Data in Data-Driven Direct Mail	Optimizing the Returns Process with Scan Weigh and Pay	How Can Ad Agencies Leverage Direct Mail More Effectively	Informed Customer Experience (VP Monteith)	Enhancing Your Printed Material with Interactive Digital Content
9:00 AM - 12:00 PM	Exhibit Hall Open / Exclusive Exhibit Hall Time (Exhibit Hall Hours 9:00 AM - 12:00 PM)										
12:00 PM - 2:00 PM	Lunch with Guest Speaker - Ballroom										
PERIOD 16 2:00 PM - 3:00 PM			Predictive and Prescriptive Analytics: How the US Postal Service is Using Advanced Analytics...	Informed Delivery and Driving Response: Tactical Tips for Industry Verticals	The Customer Experience in an OmniChannel Environment	Better Direct Mail Creative Through HTML	The Future of Package Delivery	Returned Mail Best Practices for Government Mailers	Mentoring: Applying Learned Experience to Daily Business Life	Cybersecurity: Empowering Mail in the Digital Marketplace (VP Crabb)	US Postal Service Mailer Scorecards From a Mail Owner and Service Provider Perspective
PERIOD 17 3:15 PM - 4:15 PM			The Future of the Logistics Industry and the Implications for the Postal Community	How Ad Agencies and Marketers Can Make Their Multi-Channel Campaigns Stand Out	Leveraging 2017 Price Changes to Maximize Benefits Through Supply Chain Solutions		Who Can You Trust When Outsourcing Your Print Production? What Makes a Great Partner?	Finding the Answer	What's a Well Designed Mailpiece? Complementary Design and Message With...	USPS Blue Earth - Carbon Accounting, Federal Recycling Program and Secure Destruction	Tuned In: The Brain's Response to Physical Advertising
PERIOD 18 4:30 PM - 5:30 PM											
7:00 PM - 10:00 PM	Closing Event - Baltimore Ravens Stadium										

LEGEND
CUSTOMER ANALYTICS AND MARKET RESEARCH
INTRODUCING INFORMED DELIVERY: DIGITAL IMPRESSIONS WITH MAIL
MAIL OPERATIONS MANAGEMENT
THE EVOLVING SHIPPING MARKETPLACE
THE NEW DIGITAL MARKETING CHANNEL - MAIL