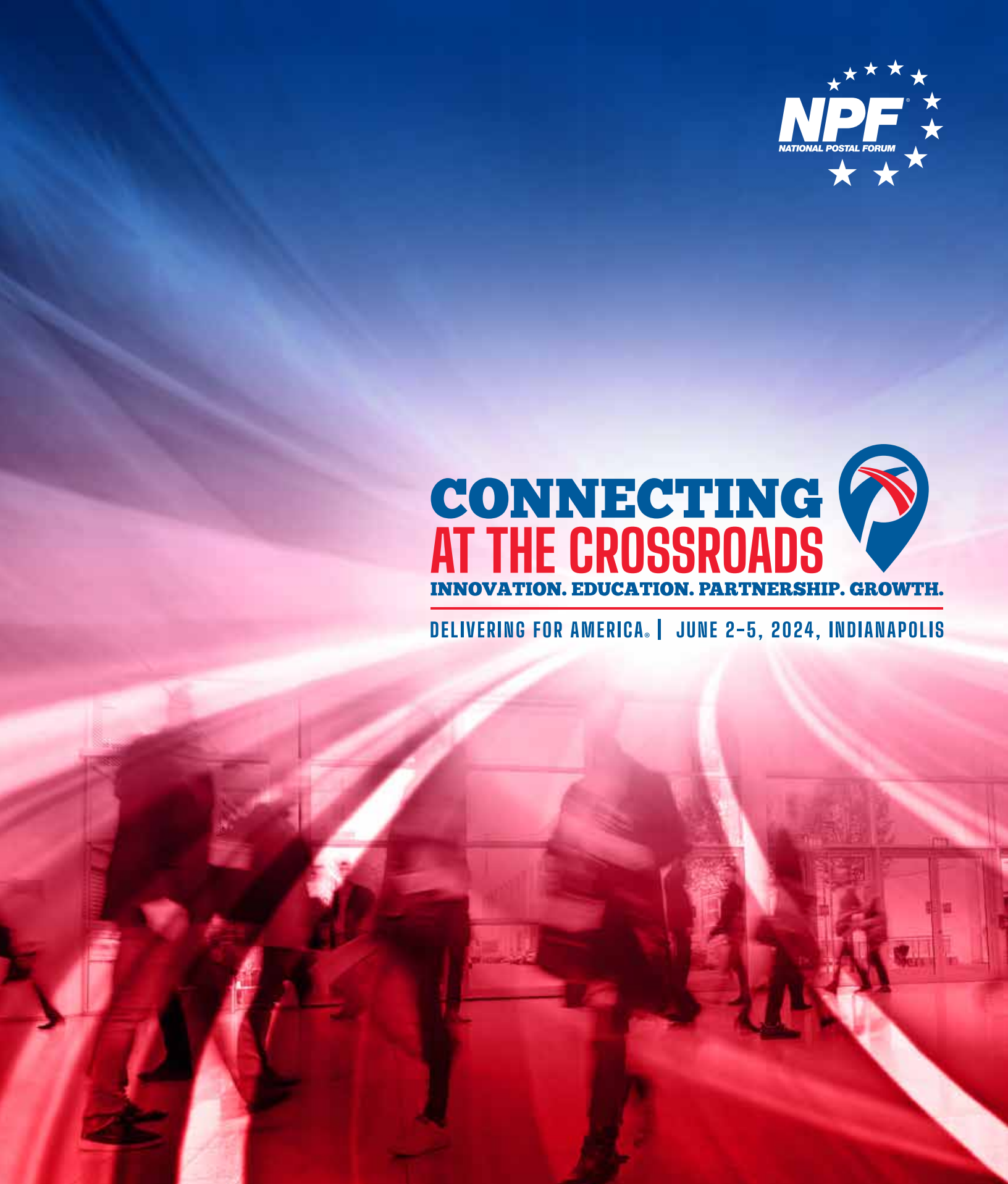




CONNECTING **AT THE CROSSROADS**

INNOVATION. EDUCATION. PARTNERSHIP. GROWTH.

DELIVERING FOR AMERICA. | JUNE 2-5, 2024, INDIANAPOLIS



CONNECTING AT THE CROSSROADS

YOUR GATEWAY TO MAILING AND SHIPPING EXCELLENCE!

Navigate your way to the most dynamic event in the mailing and shipping industry – the **National Postal Forum (NPF) 2024!** From June 2-5, 2024, the Indiana Convention Center in Indianapolis, IN, transforms into a hub of innovation, education, partnership, and growth. Get ready to connect at The Crossroads, where the theme reflects not just a location but a convergence of vision, ideas and opportunities!

Immerse yourself in a four-day extravaganza, meticulously crafted to propel your business forward. Engage in 120+ workshops and special sessions tailored to elevate your expertise in USPS products, services, and industry best practices. This is your chance to enhance your skills and take your mailing and shipping business to greater heights.



**JUNE 2-5, 2024
INDIANA CONVENTION CENTER
INDIANAPOLIS, IN**



**CONNECT.
LEARN.
GROW.**



Seize the opportunity to connect at The Crossroads – where innovation meets education, partnerships flourish, and growth becomes inevitable.

Browse through this catalog and discover your ideal success path! Register today at NPF.org.

TABLE OF CONTENTS

- Crossroads of America Attractions.....2
- Daily Highlights.....4
- USPS Feature Sessions.....6
- USPS Leadership Insight Sessions.....8
- Networking Events.....10
- Expo Hall Highlights.....12
- Certification Courses.....14
- Educational Tracks.....16
- Workshop Descriptions.....18-28
- Partners and Sponsors.....29
- Registration Packages.....33

EXPLORING INDY. CROSSROADS OF AMERICA.

NPF is back in Indy and it's magnificent as ever.

Indy, recently hailed as one of the Best Places to Go by Conde Nast Traveler, awaits NPF attendees with a plethora of attractions, ensuring a delightful experience beyond the conference.

Immerse yourself in the shimmering beauty of the Canal Walk, explore 250 acres of urban greenery at White River State Park, marvel at unique museums, and visit a top-tier city zoo. Don't miss the iconic LOVE sculpture – a testament to the love Indy has for its visitors.

Indy is the epitome of sophistication without pretension, embodying the renowned Hoosier Hospitality that makes everyone feel right at home.



A GIVING INDY SPIRIT.

Habitat for Humanity home build.

Saturday, June 1st, from 6:00 AM to 5:00 PM, join NPF and Sponsor The Berkshire Company, along with 25 dedicated NPF volunteers, in a heartwarming endeavor – the Habitat for Humanity Home Build. Be part of a day dedicated to giving back as we help construct a home for a deserving local family facing affordable housing challenges.

Secure your spot by signing up during NPF registration. The first 25 volunteers will be selected by NPF, and a \$25 non-refundable fee will contribute to Habitat for Humanity Indianapolis.

Let's make an impact together, and let the spirit of partnership, and growth extend beyond the conference walls.



MAPPING 4 EXTRAORDINARY DAYS.

Plan your perfect NPF experience.

SUNDAY, JUNE 2



NPF WELCOME RECEPTION

All attendees are invited to celebrate NPF '24, as we officially launch our four-day journey "Connecting at The Crossroads". Network with industry leaders, enjoy delectable appetizers, and revel in lively entertainment. Let's all raise a toast to the future of the mailing and shipping industry and enjoy the beginning of connections, ideas, and opportunities.

1:30 PM - 2:30 PM	Period 1 Workshops
2:45 PM - 3:45 PM	Period 2 Workshops and Orientation Session
4:00 PM - 5:00 PM	Period 3 Workshops
5:30 PM - 7:00 PM	NPF Welcome Reception

MONDAY, JUNE 3



PMG KEYNOTE ADDRESS

Join us for a transformative experience as Postmaster General Louis DeJoy shares the journey of reshaping the USPS. Learn about the extensive changes in facilities, transportation networks, and innovative shipping products. Dive into the narrative of organizational evolution, structural shifts, and operational enhancements positioning USPS at a crossroads for a future-ready postal service – evolving into the preferred delivery provider through 2024 and beyond.

8:00 AM - 9:30 AM	General Session: PMG Keynote Address
9:30 AM - 11:00 AM	Exclusive Exhibit Hall Time
9:30 AM - 4:00 PM	Exhibit Hall Open
11:00 AM - 12:00 PM	Period 4 Workshops
12:00 PM - 1:00 PM	Lunch
1:00 PM - 2:00 PM	Period 5 Workshops
2:15 PM - 3:15 PM	Period 6 Workshops
3:15 PM - 3:45 PM	Networking in Exhibit Hall
4:00 PM - 5:00 PM	Period 7 Workshops
5:30 PM - 7:00 PM	PCC Reception

TUESDAY, JUNE 4



TUESDAY GENERAL SESSION

Attend the Tuesday USPS Executive Leadership General Session and experience a dynamic session discussing transformative changes aimed at enhancing customer experiences. Explore initiatives focusing on network and product enhancements, and how promotional mail and growth incentives are making Marketing Mail a highly effective way to reach diverse consumer demographics. Plus, gain newer insights into USPS strategies ensuring future competitiveness and its ongoing digital reinvention.

8:00 AM - 9:00 AM	General Session: USPS Executive Leadership
9:30 AM - 11:00 AM	Exclusive Exhibit Hall Time
9:30 AM - 5:30 PM	Exhibit Hall Open
11:00 AM - 12:00 PM	Period 8 Workshops
12:00 PM - 1:00 PM	Lunch
1:30 PM - 2:30 PM	Period 9 Workshops
2:45 PM - 3:45 PM	Period 10 Workshops
4:00 PM - 5:30 PM	Exhibit Hall Reception

WEDNESDAY, JUNE 5



PMG TOWN HALL MEETING

Don't miss this opportunity to be part of the conversation! Engage in a Q&A session with Postmaster General Louis DeJoy and discuss current and future changes shaping the USPS landscape, including insights into the Delivering for America plan, successful peak season strategies, product and service realignment and a revamped postal network. A must attend event!

8:00 AM - 9:00 AM	Period 11 Workshops
9:15 AM - 10:15 AM	Period 12 Workshops and PMG Town Hall Meeting
10:30 AM - 11:30 AM	Period 13 Workshops
12:00 PM - 1:30 PM	NPF Partnership Luncheon
1:45 PM - 2:45 PM	Period 14 Workshops
3:00 PM - 4:00 PM	Period 15 Workshops
7:00 PM - 10:00 PM	Closing Event – The Indiana Roof Ballroom

The following are trademarks of the United States Postal Service: Delivering for America, Delivery Confirmation, Express Mail, First-Class Mail, Mr. ZIP, Netpost, Parcel Post, Parcel Select, Pony Express, Post Office, Postal Service, Priority Mail, Signature Confirmation, Stamps Online, Standard Mail, US Mail, USPS, USPS eagle symbol and logotype, ZIP Code, ZIP+4. For a complete listing, go to: USPS.com



USPS EXECUTIVE LEADERSHIP.

Exclusively NPF.

Embark on a journey as USPS Leadership shares its transformative vision, unveiling changes and strategies to position USPS as an industry leader. With a collection of sessions, NPF connects you directly with USPS leaders, providing insights, strategies, and opportunities to navigate the evolving landscape of the mailing and shipping industry. Get ready to be part of a dynamic crossroads, where the USPS and industry converge to drive the mailing and shipping community forward.



PMG KEYNOTE ADDRESS

MONDAY, JUNE 3 (8:00 AM – 9:30 AM)

A MANIFESTATION OF OUTCOMES – A VISION COMING TO LIFE

This year’s National Postal Forum – theme – Connecting at The Crossroads – sets the tone for the transformation taking place at the USPS. Since March 2021, with the launch of the Delivering for America plan, Postmaster General Louis DeJoy and his executive leadership and management teams have been focused on implementing necessary changes to make the USPS more competitive, efficient, and high performing. It’s a change and process that has involved postal employees, customers, suppliers, and the entire mailing and shipping supply ecosystem.

The story of how this wholesale transformation of facilities, of transportation networks, and of mailing and new shipping products like USPS Ground Advantage, has come together to position the USPS and the industry for the future will be the centerpiece of the Postmaster General’s address. The Postmaster General will discuss the dramatic organizational, structural and operating changes across the whole enterprise and how these changes are, indeed, positioning the USPS and the industry at a crossroads. Building a USPS that features excellent capacity and capability to continue delivering to 167 million addresses six to seven times a week is the mission at hand. And it’s a story that will continue to evolve through 2024 and beyond, as the USPS positions itself to be the delivery provider of choice offering its customers value.

DAY TWO: ELT GENERAL SESSION

TUESDAY, JUNE 4 (8:00 AM – 9:00 AM)

A MANIFESTATION OF OUTCOMES – ACROSS THE ENTERPRISE

Join USPS leaders as they further discuss the transformational changes taking place to align operating practices and processes to reduce ground and air transportation, and to improve the overall customer experience throughout USPS facilities. Initiatives highlighting network and product enhancements will be featured, as well as insights into the strategies underway to ensure future USPS competitiveness. Learn how products such as the new USPS Ground Advantage – which gives American businesses an affordable and secure way to send packages – have changed the shipping landscape. Learn how promotional mail and growth incentives have helped to secure Marketing Mail as one of the most effective and affordable ways to reach consumers in all demographics. And, learn how the USPS continues to reinvent itself in the digital age. With approximately 95 percent of the U.S. population living within 5 miles of a Post Office, the strategies underlining the Delivering for America plan are truly putting the USPS and the industry at a critical crossroads.

PMG TOWN HALL MEETING

WEDNESDAY, JUNE 5 (9:15 AM – 10:30 AM)

Join the Postmaster General as he continues to outline the strategies underlying the Delivering for American plan, and how the vision is manifesting across the postal network. With thoughtful investments in people and infrastructure, DFA has guided the USPS through successful peak seasons, through a product and service realignment, and a transportation and infrastructure network redesigned and reimagined to serve the needs of the American public. Attendees will be able to ask questions and to engage in a conversation with the PMG about current and future changes affecting the postal landscape.



CHARTING THE COURSE.

Exclusive USPS Leadership Insight Sessions.

You're invited to explore the future of the mailing and shipping industry through exclusive USPS Leadership Insight Sessions. Curated for your benefit, delve into pivotal topics shaping the USPS landscape. From strategies ensuring financial stability to the electrification of the USPS fleet and discussions on ensuring America's confidence in the mail. This is a unique opportunity to engage with USPS leadership, gain insights, and chart your course for success.

A NEW DELIVERY FLEET TO SERVE AMERICA'S NEEDS

The USPS operates one of the largest civilian fleets in the world, comprised primarily of the delivery vehicles used by carriers across the nation to complete their daily delivery mission. As part of the Delivering for America plan, USPS is beginning to replace its delivery fleet, and undertake aggressive fleet electrification. In this session we'll cover our past practices, where our fleet acquisition plans are now and our future timeline. These initiatives will not only help to effectively manage ongoing operational costs of the delivery fleet but will support the nation's important sustainability and carbon reduction goals. We'll share the benefits of the electrification of our fleet including an overview of the EV Charging Infrastructure, the revamping of the Vehicle Maintenance Facilities and how the changes will positively impact you. Join us as we CHARGE ahead!

CONFIDENCE IN THE MAIL AND SECURING TOMORROW'S DELIVERIES

Protecting people, mail and packages has been and continues to be a top priority of the USPS. In this session you will learn about new measures being put in place to stop criminals, strategies for detecting and eliminating counterfeit postage, and cybersecurity strategies to combat the evolving digital threat landscape. We will discuss how the Inspection Service is fighting crime and the bold steps to bring criminals to justice. Next, we'll dive into our new and improved collection boxes, our solution for arrow key theft, and our new secure delivery alternatives. Finally, we will go over our cybersecurity initiatives to combat online fraud and protecting our data and systems. These strategies are critical to keeping our employees, customers, mail and packages safe so we can focus on our core mission, delivering to 167 million addresses six days a week.

DELIVERING SUSTAINABLE RESULTS

This session will provide the specifics on how USPS will be the greenest way to mail and ship! We'll provide a detailed overview of the USPS journey of modernization and transformation that touches every aspect of our operations, our products and services, our performance, and our culture since the PMG's creation of the Environmental Council last year. Learn about how the Environmental Council leadership focused on the blueprint outlined in our Delivering for America plan to set aggressive environmental targets which will leverage our operational efficiencies to deliver positive environmental impacts as USPS becomes a leader in carbon reductions.

FROM THE DOCK TO THE DOOR: A NEW RETAIL EXPERIENCE

Change is constant: join us as we walk through the positive changes taking place in retail and delivery operations. You'll hear about where we are now in our network realignment and where we are going in the future including how the realigned network works for you and how it can be leveraged to enhance the growth of your business. We'll discuss the efficient utilization of our carriers to serve our customers through innovative pickup and delivery. As technology has evolved, so have the opportunities to serve our customers beyond delivery. Hear about the investments we are making in our retail experience, including smart lockers and more self-service tools to complete your transactions. We'll also discuss the expansion of our Government Services footprint in our retail facilities. Retail and Delivery Operations have been a critical component of USPS for centuries and we plan to play a leading role for centuries to come. Join us on that journey!

PRICING AND PRODUCT STRATEGIES ALIGNED FOR FINANCIAL STABILITY

In this session you will hear how USPS is executing on the Delivering for America plan by aligning products and pricing to improve its financial condition. The discussion will delve into the management of USPS expenses including inflation, transportation, productivity, workforce costs and the headwinds and tailwinds impacting revenue. You will also learn how USPS is investing wisely to control costs. Learn insights about future pricing, promotions/incentives and new products based on customer needs to drive higher ROIs.

REVITALIZING FACILITIES FOR A MODERN NETWORK

In this session we'll discuss how USPS is increasing capital investment, modernizing its facilities, and laying out one of the most ambitious electric charging systems. We'll review the design of our facilities and show you the new processing equipment being added to speed delivery. USPS has one of the largest civilian facilities portfolios in the world with over 32,000 facilities and we are putting precision in practice to provide the necessary foundation and capability needed to be sustainable for generations to come.

THE EVOLUTION OF USPS TRANSPORTATION STRATEGY: CONNECTING THE DOTS BETWEEN THE NETWORK AND CUSTOMERS' NEEDS

In this session you'll learn how USPS is transforming its transportation infrastructure and how that impacts all downstream functions, from the plant to final delivery. We'll cover our successes in significantly reduced air transport and increased surface transport and how that benefits our customers. We'll share how USPS is currently activating facilities, deploying machines, and establishing new processes that will provide the necessary foundation and capability needed to be sustainable for generations to come. Through our integrated mail and package delivery system, we'll share what this will look like in the future and how it positions USPS to be the number one transportation provider.



USPS TECH: YOUR KEY TO POWERFUL INTEGRATIONS

USPS continues to respond to the explosive growth of e-commerce with flexible shipping solutions. Our leading-edge, feature-rich API platform provides our customers and partners broad access to our shipping products and solutions with immediate onboarding, seamless integration, unprecedented scalability, and rapid development. In this session you will hear first-hand from customers currently using our shipping platforms and getting quick entry and fast delivery of their products. With our new products and services, this is the perfect time to consider USPS as your premier shipping provider.



NETWORKING NEXUS.

Where possibilities converge.

Welcome to the Networking Nexus of NPF 2024. Embrace the convergence of possibilities at The Crossroads and get ready for a transformative experience of connection and discovery with like-minded colleagues.



NPF WELCOME RECEPTION SUNDAY, JUNE 2 (5:30 PM – 7:00 PM)

Join us in celebrating the kick-off of the NPF 2024. All are welcome to connect with fellow attendees, share experiences, and anticipate the next few days filled with education, networking, and innovation. Indulge in camaraderie, delectable food, and unforgettable fellowship – it's more than an event, it's a celebration of possibilities you won't want to miss.

UNLOCK THE DOORS TO INDUSTRY CONNECTIONS AT THE PCC RECEPTION MONDAY, JUNE 3 (5:30 PM – 7:00 PM)

All NPF attendees are invited to this dynamic event filled with food, drinks, and entertainment. Whether you're a PCC member or a newcomer, seize the opportunity to network with USPS leadership and industry peers. It's more than a reception – it's a catalyst for networking growth within the mailing and shipping industry.

EXHIBIT HALL RECEPTION TUESDAY, JUNE 4 (4:00 PM – 5:30 PM)

The Exhibit Hall Reception is your ticket to elevating connections amidst innovations. Explore the largest expo in the mailing and shipping industry, showcasing top-notch products and services. Join the NPF Exhibitors for an evening reception on the expo floor – a relaxed, no-pressure environment. Network with innovative specialists, savor appetizers, and sip on beverages while discovering solutions that could redefine your mailing and shipping experience.

CELEBRATE NPF 2024 – CLOSING EVENT WEDNESDAY, JUNE 5 (7:00 PM – 10:00 PM)

Join us for an enchanting evening at the iconic Indiana Roof Ballroom, nestled in downtown Indianapolis, as we bid farewell to the NPF 2024. This historic reception hall sets the stage for a grand celebration, inviting you to revel in camaraderie with fellow attendees amid the timeless charm of the Roof. Indulge in delectable appetizers, lively libations, and captivating entertainment that promise to elevate the evening's ambiance. The NPF Closing Event marks more than just an end – it's a culmination, a moment to connect and celebrate the shared journey of innovation and growth within the mailing and shipping industry.

NPF PARTNERSHIP LUNCHEON – HONORING EXCELLENCE, SEATED IN SUCCESS WEDNESDAY, JUNE 5 (12:00 PM – 1:30 PM)

Wednesday privileges unlock an invitation to the NPF Partnership Luncheon – an event honoring the best-in-class USPS partnerships. Join us for a special seated luncheon, culminating with a captivating guest speaker. Don't miss this inspiring event; ensure Wednesday is part of your registration selection. Seize open seating on a first-come, first-served basis, and be part of the NPF occasion that celebrates success and partnership.

PEER-TO-PEER ROUNDTABLES – An extraordinary networking opportunity, where attendees engage with like-minded professionals and establish valuable partnerships.

Join industry leaders and USPS experts at specialized round tables, each delving into the latest USPS products and programs. Engage in thoughtful discussions, gaining insights that can shape the future of your business. Don't miss this exclusive networking workshop – a cornerstone of connection at NPF 2024.



CONNECTING AT THE EXPO.

Explore innovation, expertise and solutions.

Expertise meets solutions at the NPF Expo, the epicenter of the mailing and shipping industry's vitality. Join us at the largest industry expo where Innovation, Expertise, and Solutions converge to advance your business endeavors.

EMBARK ON A JOURNEY OF DISCOVERY AT THE USPS SALES BOOTH

This premier destination on the Exhibit Hall floor is your gateway to new products, services, and growth opportunities. Engage with the USPS sales team, explore high-profile programs including parcel lockers, the Next Generation Delivery Vehicle, and test your USPS knowledge with an interactive game. Solutions for your business await – make the USPS Sales Booth your first stop.

IGNITE YOUR SUCCESS AT THE USPS CONSULTATION CENTER

Step into a world of possibilities! Our USPS Consultation Center is the hub of knowledge, featuring exclusive insights and direct access to USPS experts. The center will be setup with popular topics including USPS Promotions, Address Management, Informed Visibility, Informed Delivery, Mail Entry programs and more. Need answers? Seeking growth strategies? This is your moment. Don't just attend – thrive. Elevate your business game at the Consultation Center located on the Exhibit Hall floor – where connections fuel success.



NAVIGATE THE MAILING INDUSTRY PAVILION

Step into the Mailing Industry Resource Oasis, your compass to career and business enhancement. Forge connections with industry associations and nonprofit leaders, immersing yourself in a wealth of knowledge and best practices. Seize the opportunity to engage in meaningful dialogues, create partnerships, and unlock pathways to success.

EXHIBIT HALL RECEPTION: A NIGHT TO REMEMBER!

TUESDAY, JUNE 4 (4:00 PM – 5:30 PM)

NPF Exhibitors roll out the red carpet for an evening of appetizers, refreshing beverages, and networking. Meet and greet top company representatives in a casual, relaxing environment. Let the crossroads of business and pleasure pave the way for new opportunities and collaborations!



EARN PROFESSIONAL CERTIFICATION.

Onsite at NPF.

The NPF 2024 Certification Program offers an exclusive opportunity for attendees to increase their professional skill set and commitment to ongoing education – while onsite at NPF. In cooperation with USPS and The Berkshire Company, the NPF is offering attendees three training courses. Choose the course that meets your professional objectives and earn special certification when you attend NPF.

MAIL DESIGN PROFESSIONAL (MDP) COURSE

Earn Official USPS Certification

Design is important to catch your customer's eye. For the best prices on direct mail postage, you need to design your piece with care so it can qualify for automation discounts. Learn the ins and outs of shape, address placement, and mail markings. The Mail Design Professional Course provides in-depth training on postal standards related to designing eye catching letter and flat mail to facilitate processing on high-speed automation equipment while maximizing cost effectiveness and reducing processing delays. Attendees seeking official USPS certification must complete related coursework at the NPF. MDP workshops are scheduled for Tuesday and Wednesday. Preregistration, along with a \$49 processing fee, is required.

THE DIRECT MARKETING COURSE

Earn Official USPS Certification

As more marketing channels seem to spring up every day, having more meaningful touchpoints with your customers is becoming increasingly important. The Direct Marketing Course will explore the customer journey and how you can tailor your direct mail to stand out amongst other messaging. In this course you will walk away with a certification that recognizes your understanding of the various inputs, tools, strategies, and mechanics of creating a successful direct mail campaign. Attendees are required to complete a minimum 7 qualifying workshops to earn an official USPS Direct Marketing Course certification.



MAIL CENTER MANAGER GROWTH CERTIFICATION COURSE

Earn Official NPF Certification

Back by popular demand, through partnership with The Berkshire Company, attendees can earn an official Mail Center Manager certification at NPF. This year's Mail Center Manager Course focuses on the individual – designed to teach the skills needed to improve your most valuable resource – you. Attend the following five workshops and earn official NPF Mail Center Manager Certification. Workshops will be scheduled on Wednesday, June 5.

GROW THROUGH THE POWER OF CONNECTIONS

Connections play a critical role in individual, community, and societal health. We're wired for connections yet are often becoming more isolated. In our new, hybrid world, people are impacted when their connections are compromised. Building and maintaining our business and personal networks will improve our chances of success in business – and in life.

GROW THROUGH EXPANDING YOUR TEAM

To be successful, we need a team that supports our goals. That team is much more than the people who work in our departments – or even our company. Internal operations rely on information technology, human resources, marketing departments and external vendors. Salespeople rely on production and both departments rely on customer service. Expanding the definition of "team" doesn't happen by accident.

GROW AND ADD VALUE TO YOUR EMPLOYER

As you grow, it's important that your employer understand the value you bring to the organization. Your actions will demonstrate that you want to learn more and bring more to your role. This panel of veterans will share the power of communicating and applying the 3 Rs – responsible, responsive and respectful – will bring you success.

GROW THROUGH SELF-BRANDING

Corporations, hotels, restaurants, retail stores, print and mail service providers all spend millions of dollars every year developing and promoting their brands. They make sure they're visible to clients and prospects. Likewise, we have to intentionally take action to make sure our personal values are visible and memorable through every interaction. We need to go beyond securing our reputation, we need to identify and build a personal brand. Our brand should evolve with us as we grow in our lives and our careers.

GROW THROUGH SELF-ACTUALIZATION

Unleashing our potential begins with acknowledging our authentic self. Developing peak performance includes discovering the unknown and revealing our hidden strengths and weaknesses. In this class, we'll begin our personal journey to self-awareness and self-actualization. Because the more we reveal about ourselves to ourselves, the more authentic we become.

TRACKS AND WORKSHOPS



NAVIGATING OPTIMUM WORKSHOP SUCCESS.

Explore 6 Educational Tracks for 2024.

Get ready to immerse yourself in a world of knowledge and innovation. With over 120+ workshops tailored exclusively for the mailing and shipping community, attendees will uncover best practices and cost-effective strategies that pave the way for future success. Discover which educational track or combination of tracks best suits your objectives and browse through the following several pages to select the ideal workshops for your NPF curriculum!

DESIGNING SHIPPING SOLUTIONS FOR A COMPETITIVE EDGE -

This track specializes in shipping business solutions to drive long-term growth. A focus will be on USPS Ground Advantage, a game changer ground product for fast and reliable delivery. You will hear the latest trends in the industry and learn why the market is still experiencing rapid growth with ever-changing customer needs. Page: 18

GROWING THE MAIL THROUGH INNOVATION -

If you want to learn about the latest incentives and promotions from the USPS, then this track is for you. Mail is still a vital component of any omnichannel campaign, and this track will show you how to utilize mail creatively and effectively to maximize your marketing spend. We'll look toward the future and explore how mail will evolve and change to suit customers habits. Pages: 19-21

LEADERSHIP STRATEGIES FOR PROFESSIONAL ENRICHMENT -

There is direct correlation between great leadership and high performing organizations but to become an extraordinary leader, you need to practice. This track focuses on your personal development including how to take the lead and get others to follow you, the importance of diversity on your team, understanding the framework for leadership and much more. You'll walk away with new skills to advance your career. Pages: 22-23

OPERATIONS EFFICIENCY FROM MAILING PREPARATION TO DELIVERY -

Preparation is the key to success. Before a customer receives a showstopping mailpiece or a perfectly prepared package, there is a lot of planning that goes on behind the scenes to create the mail/package moment. This track will focus on best practices for mail/package preparation and entry standards. We'll cover the programs and applications available to you to ensure your mailpiece or package makes it to its final destination in the most cost-effective way. Pages: 23-25

PIONEERING THE FUTURE: INNOVATIVE DATA TECHNOLOGY SOLUTIONS -

Data and technology continue to drive informed business decisions. This track will focus on the latest data tools at your disposal to drive better visibility, on-time performance, and customer satisfaction. We'll explore the latest technology trends and discuss how to effectively implement them into your shipping or mailing operation. Pages: 26-27

SUPPLIER CONNECTIONS: SUPPLY CHAIN AND TRANSPORTATION STRATEGIES FOR SUCCESS -

This new NPF track designed specifically for current and potential suppliers, provides companies the most current information on commodity specific business practices and contracting opportunities for working with the USPS. Suppliers can select from a series of specialized workshops and interactive sessions with Supply Management, Transportation Strategy, and Fleet Management and Facilities leadership. Suppliers will hear about comprehensive changes and new strategies needed to improve their company's competitive position and meet USPS supply chain needs. Page: 28



DESIGNING SHIPPING SOLUTIONS FOR A COMPETITIVE EDGE

Specializing in shipping business solutions, this track unveils the game-changing USPS Ground Advantage. Explore industry trends, discover why the market continues to grow, and adapt to ever-changing customer needs for fast and reliable delivery.

Alternative Solutions to Expensive Shipping Methods

Lately, it seems that just about everything in life has gone up in price. Would it interest you to find out what shipping methods are available to help determine which one may be the right fit for you? This workshop will highlight the various shipping methods and compare the costs versus the delivery expectations. We will cover the basic concepts and differences between tracking and tracing of mail for letters, flats, and parcels. In addition, we will review the available scan events and what you can expect from a delivery scan rate perspective.

Cross-border eCommerce Trends for 2024

Learn about latest developments, trends and drivers shaping cross-border e-commerce, as well as global insights into consumer preferences and experiences from USPS and the International Post Corporation (IPC).

Decoding Your Bill; Understanding Net Minimums, Surcharges and Accessorial Fees

Learn how to decoding your invoices; understanding net minimums, surcharges and accessorial fees. Learn about affordable, upfront and transparent pricing options with USPS.

Expanding USPS Connect Reach of Final Mile Delivery for Customers and Consumers

As we modernize our network, we are creating powerful new products, solutions and entry points for shippers to reach high density geographies as well as full RPDC delivery areas. Come and learn about these network enhancements and the affordable, reliable shipping solutions you need to give your company a crucial competitive edge.

Highlights of Shipping Advantages with USPS Ground Advantage

USPS Ground Advantage is an affordable and reliable way to send packages to and from all 50 states with day certain delivery between 2 and 5 days within the continental USA and is the primary service to use for any Hazardous Material shipments that can't go by air. We'll show you how USPS Ground Advantage is the solution for your business for shipping to your customer or managing customer returns.

Integration Options for Shippers and Shipping Software Providers

In this workshop you will learn about a free, secure and convenient package delivery alternative with 24/7 access. The presenters will provide an update on the recent rollout of 450 new Smart Lockers, key functionality, and an overview of the user experience, from integration and shipping, to loading and pickup. The workshop will provide in-depth descriptions of the overall program objectives, key features, and powerful API suite. This workshop will be appropriate for both business and technical audiences.

Label Fraud – Identification and Prevention

This session will provide knowledge and tools needed to identify and prevent label fraud.

Returns Impacting your Bottom Line? Affordable USPS Returns Solutions

Convenient. Affordable. Reliable. Solutions to meet your bottom line – and customer experience needs. USPS can enhance your returns process by leveraging our technology, processing facilities, transportation and delivery network. Learn about the latest enhancements to our return solutions.

Shipping Industry Trends

Businesses are continually evolving their business models to meet customer demands while managing their own bottom line. In a time of high inflation, excess capacity in logistics networks, bottom-line pressures and layoffs, and evolving consumer demands, businesses are adapting how they meet their customer needs profitably.

USPS Shipping 101

Want to learn more about USPS suite of shipping products, features and solutions available to best meet your customer promise and your budget? Join us to learn more about configurable USPS shipping solutions.

What's Happening in International Business

Come join this interactive panel discussion and hear first-hand from VP and Managing Director of International Business and his leadership team about this new organization's efforts to grow USPS' international shipping business by leveraging existing USPS digital, physical and logistics infrastructure to meet customers' evolving shipping needs.

Win the Shipping Race with USPS Ship

Rev up your shipping operations and leave your competitors in the dust with the USPS Ship Workshop. It's time to bring your commercial package shipments to the finish line with streamlined enrollment, advanced pricing logic, and customizable data feeds. This workshop is the driver behind simplifying your pricing and payment process, allowing you to set individual package pricing, and get end-to-end visibility with a single pit-stop. The USPS Ship Workshop's innovative features turn up the heat, giving you the speed and agility you need to win the shipping race. Are you ready to take on the competition? Join us now at the starting line of the USPS Ship Workshop and get ready to power ahead to a strong finish. With our tools and expertise, you'll be reaching shipping milestones with ease.



GROWING THE MAIL THROUGH INNOVATION

For those keen on maximizing marketing spend through mail, this track is a must. Explore the latest USPS incentives and promotions, discovering creative ways to use mail effectively in omnichannel campaigns. Peer into the future of mail, exploring its evolution to suit changing customer habits.

Achieving ROI Through Strategic Investments and Direct Mail

Unlock the latest insights shaping Direct Mail Marketing in 2024. Dive into a collaborative report delivering real-time analysis of industry trends, based on surveys with marketing experts from leading North American companies. Join our expert-led session as we break down findings and explore the impact of macroeconomic shifts on marketing strategies. Discover how top mailers achieve remarkable ROI through strategic investments in direct mail, emphasizing AI and automation. Stay ahead with discussions on dynamic trends, best practices, and data-driven personalization strategies. Don't miss out on this opportunity to optimize your direct mail campaigns for maximum impact.

Collaborative Innovation with USPS and Flowcode

Join us as USPS and Flowcode explore innovative approaches for mail advancement, including hyper-personalized QR codes for optimized mail campaigns. Gain practical insights on leveraging smart technologies for precision-targeted mailings.

Digital Channels, Direct Mail and Digital Marketing Platforms: The Big 3 of Omnichannel Marketing

If your campaigns don't include digital channels AND direct mail AND marketing platforms, you are probably missing out. In a world where it often takes 7-9 touches to get a sale, digital channels and direct mail are highly complementary. Direct mail breaks through the messaging clutter and generates very high response rates, while digital channels can add supporting touches at a low cost per impression. Digital platforms, such as marketing automation platforms (MAPs) and Customer Data Platforms (CDPs), support both by enabling the same individuals to be targeted across channels, personalized messages, triggered messages, and campaign measurement. Hear from industry experts how you can take your omnichannel marketing to a new level.

Driving Direct Mail Results with Embellishments and Digital Engagement

This session introduces various tactile and sensory embellishments, like scent, which are used in direct mail – and how they can be used together and in conjunction with mobile technology like QR codes to provide direct mail recipients reasons to open the mail and ways to engage with the brand when they do.

Elevate Print Marketing with Omnichannel Strategy: Technologies that Connect Printers to Revenue and Customers to Results

Yearning to stand out, make a lasting impression, and become indispensable to your customers? Learn how to harness cutting-edge technologies and revolutionize your approach to print marketing with omnichannel tactics. This strategic fusion will skyrocket your customers' direct mail response rates and drive revenue into your organization. We will also take a deep dive into the realm of tracking and attribution for offline channels, helping you unlock the secret to proving the effectiveness of direct mail. With powerful, data-driven insights at your fingertips, you'll not only add value for your customers, but also create an unshakeable bond that leads to increased re-orders and long-lasting loyalty.

Green Mailing: Transforming Shipping/Mailing for a Sustainable Future

This workshop delves into the emerging trends and innovative strategies for enhancing sustainability in shipping/ mailing services. We'll explore the latest in eco-friendly packaging solutions, the feasibility and implementation of carbon-neutral delivery options, and effective recycling initiatives within the shipping/ mailing industry. The workshop aims to provide a comprehensive understanding of how shipping/ mailing services can significantly reduce their environmental impact while maintaining efficiency and customer satisfaction.

How the First Class Stamp has Become the Best Marketing Technique in 2024

We'll discuss changing times in marketing and increased privacy settings in digital space. While it's getting harder and harder to cut through the noise, there is one tried and true way to stand out: Authentic Mail. Getting a real piece of mail in your mailbox generates real excitement... and it has never been easier to make it genuine. It all starts by using a real full rate USPS First Class Stamp that is canceled with the local postmark. Authentic looking letters get opened. Mail that gets opened gets results. Learn about a number of techniques you can use to leverage this amazing opportunity by doing the opposite of what many others are doing.

Imagine & Innovate: Shaping the Next Chapter of Marketing Mail

Ready to participate in a workshop where your ideas could shape the future of marketing mail? Join industry leaders, creative thinkers, and marketing experts for a dynamic session that sparks innovation. Your participation isn't just in a workshop, it allows you to play a pivotal role in collective exploration of emerging technologies and ideating innovative strategies to shape the next chapter of marketing mail.

Influencing the Future Generation of Mailers

Join our workshop on becoming a Direct Effect Ambassador! In the first 15 minutes, learn about the program and ambassador responsibilities. Stay for the next 30 minutes to work through the certification process, including practical exercises like creating social media posts. Those who stay for the entire workshop can showcase their skills in a quick presentation and earn a badge as a certified Direct Effect Ambassador.

Informed Delivery for Shippers: Leveraging the Package as the Digital Marketing Channel

This workshop will provide an overview and benefits of the Informed Delivery interactive campaigns feature for packages, use cases/best practices, steps for getting started.

Lessons From Political Mail

Few organizations use direct mail as consistently and effectively as political campaigns. As we approach another national election, let's explore why campaigns keep coming back to mail – and how they make it so effective.

MTAC - What's in it For You?

MTAC has work groups and user groups that cover the various USPS systems and products – come and find out which one is for you! We'll cover what groups are currently active and how to get involved. Learn how MTAC is structured and how you can become an active participant in the quarterly meeting at USPS Headquarters.

Optimizing Content Creation Through Gen AI

Generative AI tools like ChatGPT and Dall.E open exciting new opportunities for a wide spectrum of industries and functions. In this session we'll show how leading organizations are using GenAI to reduce the production time for new designs from days to seconds, increasing personalization in imagery and messaging, and ultimately increasing engagement with their customers. In this session we delve into the subtle yet profound influence of GenAI on direct mail content creation.

GenAI's ability to analyze vast datasets and consumer preferences allows marketers to craft highly personalized messages, enhancing engagement and response rates. This technology is not just streamlining the content creation process but also revolutionizing the way brands connect with their audience through tailored, data-driven communication. From dynamic content generation to predictive analytics, explore the game-changing capabilities that GenAI brings to the forefront of your marketing toolkit.

Revolutionizing Direct Mail Marketing with Innovative Data-Driven Augmented Reality

In today's ever-evolving marketing landscape, businesses must embrace innovative strategies to captivate their audiences. This session focuses on the fusion of traditional direct mail with enhanced data-driven Augmented Reality (AR) technology to create practical, yet immersive and highly effective omnichannel marketing approaches. By leveraging the power of data enriched AR to deliver enhanced direct mail personalization, seamless digital retargeting, geo-based content, and integrated email, this workshop aims to redefine customer journeys and drive unprecedented engagement and conversion rates. Attendees will gain a comprehensive understanding of how to revolutionize their marketing efforts through omnichannel direct mail campaigns powered by AR. They will leave equipped with practical strategies, tools, and insights to create highly personalized, data-driven, and seamlessly integrated marketing experiences that drive exceptional customer engagement and conversions in today's competitive market landscape.

Success with USPS IMbA – Intelligent Mail Barcodes Fuel Efficiency

Join us for an engaging session that explores the power of USPS Intelligent Mail Barcodes (IMbA) in the mailing industry and understand the practical applications, benefits, and success stories of integrating IMbA into business operations. We'll share how the adoption of IMbA has created efficiencies in streamlined mailing processes, enhanced tracking capabilities, and improved operational efficiencies.

The Future of Direct Mail 2024: Marketer and Consumer Insights

Join this workshop as we present the newest 2024 data insights from 400+ senior direct marketing professionals, and 2,000+ U.S. consumers on direct mail's performance, perceived value, and the evolving factors in its evolution as a key marketing channel. See how marketers measure and define campaign success, and the benefits direct mail is delivering for them. Plus, find out how marketers are adapting to generative AI and machine-learning tools. Consumer responses reveal how they feel about and act on their marketing mail, what kind of approaches do and do not resonate with them, and what they think would make direct mail more useful, sliced by generation and gender.

The Modern Marketer

Inflation, digital fatigue, and evolving values have reshaped consumer preferences and marketing strategies. Research has found that complicated market conditions – e.g., growing economic uncertainty, increasing privacy concerns, and consumer malaise toward marketers' digital strategies – are driving the resurgence of "tried and true" marketing channels.

The Renaissance of Print in the Direct-to-Consumer Era: Mastering Digital Synergy for Marketing Triumph

Embark on an enlightening journey through the evolving landscape of direct-to-consumer marketing, where the fusion of print and digital strategies is reshaping the future of e-commerce. This workshop delves into how innovative retail brands leverage the tactile allure of print, including catalogs and postcards, to amplify their digital presence. Through engaging case studies and insights into the neuroscience behind print's impact, participants will discover the transformative role of a balanced print-digital strategy in the post-COVID retail environment. Uncover the secrets to elevating your brand by mastering the synergy between print and digital for unmatched e-commerce success.

Unlock the Full Potential of Mail: A Comprehensive Overview of USPS Promotions and Incentive Programs

Maximize the impact of your mail campaigns with USPS mailing promotions and incentives. This session goes beyond the basics by highlighting key offerings and insights to enhance the overall value of your mail efforts for maximum impact. Additionally, learn about new promotions such as the 2025 Mail Multiplier promotion.

Why Should I Buy from You? Cracking the Code: The Psychology Behind High-Performance Campaigns and how Marketers can Capitalize on it.

Psychology in Direct Marketing: Unlock the power of psychology in direct marketing in this highly interactive program. Learn little-known insights into the science behind consumer behavior and how direct marketers can leverage psychological principles to achieve unparalleled success. Despite the illusion of logical decision-making, most purchasing choices are emotionally driven. Gain a deeper understanding why certain images, designs, brands, and messages evoke powerful emotional responses, transforming prospects into loyal customers. Learn tools that have the potential to revolutionize your marketing strategies. Learn time-based marketing strategies and cutting-edge technologies that empower marketers to connect with prospects at precisely the right moment and place – when emotions are most influential. Time-based Marketing will share proven psychologically based concepts designed to measurably increase your direct marketing ROI. Acquire powerful tools and understand how message coherence, progression and the right content at the right time can motivate consumers to act. Explore how Time-based Marketing seamlessly amplifies and integrates both your digital and direct mail.



LEADERSHIP STRATEGIES FOR PROFESSIONAL ENRICHMENT

Unlock the correlation between exceptional leadership and high-performing organizations. This track focuses on personal development, equipping you with the skills needed to lead and inspire others. Delve into topics such as diversity in teams, the framework for leadership, and walk away with newfound abilities to advance your career.

Advocate for Yourself and Your Team to Cultivate Success in the Fast Lane

Gain insight into strategies to empower yourself and your team to enhance your operation. Develop tools to set the tone to turn possibilities into realities by creating opportunities to succeed and develop best practices. Expand your resources to strengthen your services that promotes productivity and efficiencies. And discover a new sense of energy to lead and drive successful outcomes.

Building Inclusive Capacity from the Top Down, Middle Out and Bottom Up

Fostering an inclusive environment within your organization enables a healthy workplace. In this workshop you will understand what it takes to collectively excel, drive higher rates of retention, and create a more resilient and innovative workforce. We'll delve into the crucial topic of fostering inclusive capability across all organizational levels, from senior executives to entry-level contributors, and provide practical insights and strategies for doing so. As part of the discussion, we will cover research on the role of co-workers in influencing an individual's experience of inclusion at work will be presented, and participants will gain practical strategies to enhance inclusive capability in the organizations and teams.

Career Transitions: What We All need to Know (and remember)

In today's dynamic landscape, career transitions affect us all. This panel discussion explores strategies for navigating these shifts, focusing on: preparing by defining and reinforcing individual skill sets, networking effectively, developing transferable skills, and overcoming personal and societal stigmas. Discover hidden opportunities within transitions, such as applying proven career practices and maintaining a positive mindset. Gain insights into seizing control of these moments to find the right opportunities. Join us for an interactive session that addresses the inevitability of career shifts and empowers you with practical tools for success.

Could Your Personality Damage Your Career

Building and cultivating relationships is an integral part of any career strategy. Understanding our personal strengths and weaknesses act as predictors for success in our work life. This workshop will center on developing a better understanding of how our personality impacts our relationship with others at work by examining how we act, feel, think and behave. Through a self-scoring preference profile, learn how your personality influences your behavior, your attitudes, your communication and decision making processes.

Developing Innovative Leaders

In today's shipping and logistics industry, innovation is paramount amidst rapid technological advancements. To remain competitive, organizations must embed innovation throughout. Leaders play a pivotal role, necessitating a deep understanding of their strengths, weaknesses,

and strategic positioning within the innovation lifecycle from identifying an idea to scaling a new solution. Cultivating a culture of self-awareness, embracing calculated risk-taking, and supporting intellectual growth is crucial. This workshop shares best practices for fostering innovative leaders who prioritize rapid learning, possess a growth mindset, and lead with curiosity. Through commercial case studies, participants will witness how an innovation-focused mindset catalyzes digital transformation, underscoring the vital role of innovative leadership in driving this shift.

From Stress to Success

Take time to explore who you are, where you are going and how will you get there. This interactive workshop will teach you a systematic process of self-discovery to help control your life by examining how personality, self-fulfilling prophecies and personal expectations impact success. At the conclusion of the workshop, each participant will: complete a self-scoring stress profile; develop techniques to identify the stressors of work; identify motivators of success and create a personal vision of success.

Jewels for Your Journey

Join us for a session focused on tidbits of wisdom, advice, and insights ideal for new professionals looking to sharpen their skills and develop a personal strategy for success. With years of communications experience, our presenter hopes to share some secrets and lessons learned after a career spent working with senior professionals in the mailing and shipping industry, marketing, communications and government relations. With lots of laughter and self-reflection along the way, this session will help you chart a path to reach and exceed your personal achievement goals.

Keys to Maximize Your Effectiveness!

We all desire to be more effective and successful at work and in our personal lives. In this workshop 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 – Dr. Covey's, Seven Habits of Highly Effective People, and from other leading edge research and writings.

Leadership and Management in a Remote Workplace

As workplaces continue to evolve and more and more teams span multiple time zones and even countries, how do we as leaders evolve our management skills to keep our team members engaged and efficient? In the spirit of collaboration, this workshop will explore successes as well as non-successful outcomes through panel and audience engagement.

Leadership Looks Good on You: Success Strategies from Dynamic Leaders in Mail

Uncover the steps to professional success in the shipping/ mailing industry during this women-led workshop! Hear from influential

women from across the industry as they share their wisdom and unique perspectives. Learn about mentoring, essential leadership qualities, the importance of ongoing education, and networking mastery. Gain invaluable insights from accomplished leaders for your professional journey.

Mentoring for Staff Development and Professional Growth

In this workshop, attendees will learn how their staff can grow and improve their job performance through mentoring. We will also touch upon how you can grow both personally and professionally with skills learned from mentoring. Throughout the workshop, we will share real world examples and success stories that came from employees being mentored. Additionally, we will show how leaders have been promoted over the years and how they directly benefited by mentoring and being mentored.

PCC Two Day Boot Camp

The PCC Two-Day Boot Camp equips PCC Executive Board members with essential skills for running successful PCCs. Covering education, membership, communications, marketing, innovation, and policy, the sessions underscores the partnership between USPS and Industry representatives. Each interactive module, lasting 90 minutes, includes Q&A sessions and engaging activities like breakouts, role-playing, live demos, and games, fostering an enjoyable learning environment. Attendees earn a digital Credly badge, certifying their completion of the Boot Camp, which they can proudly share on social media.



OPERATIONS EFFICIENCY FROM MAILING PREPARATION TO DELIVERY

Success is rooted in preparation. This track unveils the behind-the-scenes planning that transforms a mailpiece or package into a showstopping moment. Gain insights into best practices for mail/package preparation and entry standards, utilizing programs and applications to ensure cost-effective and efficient deliveries.

"DO SOMETHING!" To Break Down 5 Mailing Operation Growth Barriers

Mail volume is declining, postage rates are increasing, and the USPS is implementing the most comprehensive change to their network in decades. You cannot afford to simply do nothing in response to the changes and challenges ahead. In this workshop, you will hear five key strategies for you to DO SOMETHING to better prepare your mailing operation for these massive changes ahead.

Address Management: Corporate Level Impact Requires Corporate Level Thinking

Address Management best practices are not one-size-fits-all. Learn how to start connecting address-centric solutions to meet needs across your enterprise. Bringing decades of industry experience to the discussion, your presenters will walk through the value of high-quality address data, the risks associated with poor quality addresses, and how to find success starting with existing tools and processes. Don't miss this informative discussion, fit for every team in your organization!

Stepping up to the Plate: Overcoming the Fears of Taking the Lead

Have you ever been presented with an opportunity to take on a leadership role, but you were too afraid to actually take that step? Through realistic scenarios and group interaction we will identify traits within ourselves to help conquer those anxieties. We'll look at ways to make the drive to want to step up, stronger than the fear that is paralyzing you.

Strategies to Attract and Retain Essential Talent

The Great Resignation has made attracting and retaining talent especially difficult for the mailing industry. Millennial and Generation Z workforce candidates are seeking new technology, new work/lifestyle balances, and growth opportunities to further their careers. In this workshop we will explore recruitment ideas and mentoring strategies to attract and retain key talent for your mailing operations.

Time Management in the Hybrid Work Environment

The new COVID present hybrid work environment (in-person, remote work and a mix of both) has us busier than ever. Learn practical tips and methods to focus your and your team's energy and time to make the most impact.

Boot Camp for Mail Center Managers – Two-Part Workshop

In today's mail center environment, managers face daunting challenges – multiple areas of responsibility, disruptive technologies, and changes in USPS operations and regulations. The talents and skills that got you to where you are today may not be enough to bring you to the next level. Attend this two-part workshop and hear from leading speakers in the industry. In Part One, learn how to effectively navigate USPS regulations, 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.

CASS Cycle O – Lessons Learned and other Address Quality Best Practices

This session will cover insights from address quality improvements brought about by the new features in CASS Cycle O and cover the best practices in address quality to ensure maximum business impact and deliverability.

Do you Know how Much Returned Mail Costs your Company?

Reduce the strain of return mail by automating the process. Maintaining returns can be very cumbersome and staff time is too important to waste handling the trays of undeliverable mail. The costs of paper, envelopes, production and postage increases the financial burden quickly. Compliance standards and legal requirements can often cloud the progress. Use automation to track undeliverable items, determine which customers are causing or having issues and take action to fix it. Learn how a simple automated process can make your addresses better, support your business and reduce costs.

HAZMAT and Dangerous Goods 101

This workshop will cover how to ship HAZMAT and Dangerous Goods in an everchanging shipping environment. We'll explain basic preparation requirements, what's mailable, where to get information, and changes from the last two years that customers should be aware of before mailing.

Mail Production Workflow in the Cloud – How to Harness the Power

In the dynamic realm of print and mail production, businesses can boost efficiency and collaboration by embracing cloud software. The transition to cloud software is not merely a technological shift but a strategic imperative with profound impacts on print and mail production businesses. This transformative shift from traditional in-house systems holds significant advantages for mail production operations. Recognizing the multifaceted impact on scaling capabilities, cost reduction, flexible access, automated maintenance, data security, and environmental stewardship, this session aims to provide insights and address common concerns, facilitating informed strategic decisions for your business.

Mailpiece Design / Mailing Requirements – A Hands On Approach

This workshop will discuss the basics of Mailpiece Design for letters and flats. Design rules and mailing requirements are key to preparing and presenting automation compatible mail to the USPS. Basic design elements will be demonstrated and attendees will be encouraged to bring their questions and mailpieces for discussion and review.

Making the Most of Your Enterprise Payment System (EPS) Account and Reporting

Please join our USPS Team which will be discussing important information on enhanced EPS features, functionality, and reporting. USPS is enhancing postage data availability by integrating with Informed Visibility (IV) to bring enhanced data feeds. USPS will review the available EPS reporting data points to give customers a holistic view and understanding of how EPS functions and how they can take advantage of all the enhanced features and reporting.

Managing the Postal Lifecycle of Transactional Print & Mail Operations – Preparing a Long-term Strategy for Governance

Producing your transactional mail in-house is a major decision. However, the work isn't done once the decision is made. There are many factors that can enhance or diminish the cost effectiveness of a self-managed operation. You are both mail owner and MSP and having those dual views is key. Postal governance and compliance have major downstream implications on the operations floor, so precision and experience are

important. You will learn best practices, dive into metrics and discover processes to solidify a postal lifecycle to support your operations into the future. Engage with industry leaders currently managing print, postal, and sourcing strategy for large mail owners to gain insights to apply within your own organization. The dollars are in the details!

Mastering Mail: Strategies for Productivity, Compliance and Delivery Optimization

Inspired to take advantage of USPS programs that could improve operational efficiencies while keeping you in compliance with privacy regulations? Interested in learning how to accurately provide instructions to the USPS in the Intelligent Mail barcode (IMb)? Tired of juggling resources to manage physical pieces of returned mail flooding back into your facilities? This workshop is for mailers who could benefit from USPS solutions, but don't know where to start. We'll talk about how First Class Mailers can have their mail securely destroyed (without ever leaving postal custody). Required to have the undeliverable as addressed piece returned instead? That can be done as well, along with detailed electronic information sourced from the carrier. We'll talk about all the options available to streamline the processing of returned mail. What to do and what to avoid – helping you free up scarce resources for other activity. Join us to discuss steps you can take to see immediate results.

Maximize Benefits Through Supply Chain Solutions – “CO” Services

Are you taking advantage of all supply chain solutions? Learn the ins and outs of Co-Services such as CoMail, Commingling, Co-Palletization and Co-Transportation. Find additional opportunities to decrease postage costs, increase mail volume and take advantage of the expanding USPS container discounts. Drive more efficient mail deeper into the USPS network to improve service and the accuracy of target in-home dates.

Presorting vs. Commingling. Is there a difference?

Presorting mailings can drive postage savings but supercharging your mailing efforts with commingling has positive impacts to your business in a multitude of ways, not the least of which is postal savings. But for commingling to be effective it requires volume and ZIP code density. Things that may be tough to achieve on your own. But what is commingling, how does it work and why should mailers care?

Reducing Waste in a Circular Economy

As an industrialized recycling operation, USPS serves a unique and significant role in the recycling community. This workshop focuses on understanding what the circular economy is, its importance to you as a USPS customer and what the organizations sustainability plans are in the near future. We'll discuss the Environmental Council's initiatives to be a leader in the federal sustainability sector.

Save Money by Mailing Smarter

In today's cost-pressured mailing environment, it is important for mail owners and Mail Service Providers to explore ways to reduce costs. Not only does cost reduction help keep businesses using the mail, it can help grow volume by stretching mailing budgets further. Attend this workshop to hear many ways that mailing “smarter” can reduce your costs. Our panel of expert Mail Service Providers will review cost reduction strategies from the basic to the more sophisticated. Don't miss this opportunity to ensure that your company is not leaving savings on the table!

Seamless Acceptance and Informed Visibility Work Together

Seamless Acceptance has become the USPS tool that commercial mailers use to present mail to the USPS. There are significant benefits – improved workflow, easier mail induction, and a postage discount – but there are also significant challenges. Undocumented mail is a constant worry among many mailers, and Seamless doesn't really confirm for your customers that all the mail was mailed. Integrating Informed Visibility with it can help you take advantage of Seamless, while mitigating the challenges. Use Informed Visibility with Seamless to document mail dates for your customers, investigate undocumented assessments, and keep better control of your mail induction process. Of course, this is in addition to all the other benefits of mail tracking with Informed Visibility you already enjoy. This workshop will provide specific examples and processes you can use to make your mailing operations better today.

Smart Solutions – Content Designed to Mail & Ship!

Mail Classification experts will guide you through the best way to design and prepare your mail so pricing is in your favor! This workshop will cover some simple tips and tricks to follow when designing cards, letters, flats and packages along with a review on how content can impact price eligibility.

Strategies for Cost Optimization in Mail Production and Postal Operations

In the ever-evolving landscape of mail operations, leaders are seeking ways to reduce labor expenses, boost productivity, and optimize postage. Join this workshop as we explore innovative approaches to maximize operational efficiencies – from data through delivery – across every stage of the process. Discover opportunities for savings throughout the mail production ecosystem. The focus will be on the latest automation tools and solutions designed to revolutionize your operations, streamline mail processing, maximize postage savings, and capitalize on postal promotions.

Streamlining Success: The Impact of Centralizing Mailing Data

This workshop focuses on the transformative benefits of centralizing key mailing data – including presort, Informed Delivery (ID), Informed Visibility (IV), address, compliance, and logistics information. We will explore how this centralization can lead to significant cost savings, enhanced customer experience, and increased mailing volumes. Participants will learn about the efficiencies gained through centralized customer service, postage optimization, entry planning, ID campaigns, and Service Performance Measurement. We'll also discuss how these improvements can shape future mailing strategies and contribute to organizational success.

The Address Quality Advantage

Get ready to achieve ultimate address quality! Our innovative workshop is specifically designed to empower mailers to make the best mailing decisions and minimize undeliverable mail. This workshop will provide the most comprehensive guidance on the latest products and services that will revolutionize the way mailers maintain address quality. Don't miss this rare opportunity to gain the Address Quality Advantage and propel your mailing experience to the next level.

The Five Pillars of Supply Chain Success

Join us for a supplier connections workshop highlighting the 5 Pillars of supply chain success. This collaborative workshop includes a panel of experts from various supply chain entities in the direct marketing industry.

The Global Postal Network and U.S. International Mail

New requirements for international mail by the countries of the world are changing the way mailers need to prepare for mailings. The challenges facing the Global Postal Network require mailers and mail service providers to be aware of what issues are on the horizon. In this workshop, we will discuss the Global Postal Network and the challenges to it presented by current discussions about Advanced Electronic Data (AED) and customs clearance; B2B2C routing; GIS, geolocation, and geocode addresses; and other issues raised in recent meetings of the Universal Postal Union (UPU) and other international organizations that affect international mail.

Unlocking Satisfaction: The USPS Resolution and Support Guide

When you interact with the people at business and residential addresses in the country six and seven days a week, it only makes sense that problems will arise from time to time. How does USPS intake customer questions and concerns? How does USPS handle those customer contacts? What does USPS do with the data collected from customer inquiries? In this workshop, we will explain how customers can get the assistance they need from USPS. We will outline the self-service options that have been developed. And we will explain how our business customers can assist their end customers to take full advantage of the customer support USPS provides.

Vroom, Vroom! Inkjet Innovations Deliver Speed, Security, Affordability and Openability for your Mail-pieces.

If you want your mail pieces to be produced quickly, securely, affordably and be read then this workshop is for you. Production inkjet technology has evolved. We will be sharing the latest innovations and how you can harness the power of color inkjet at production speed to shorten run times, eliminate pre-printed envelopes with generic marketing messages and save on postage by leveraging USPS promotional discounts. Producers of transactional and marketing mail are challenged with delivering cost-effective, value-added services for short run, high impact mail piece creation. These jobs increasingly require full color and variable data print on the face of closed envelopes and matched with content inside to optimize security and maximize open rates. For years, this required significant investments in equipment and software. Inkjet technology has evolved and so has print production. New solutions can provide full bleed color printing at production-like speed with dynamically printed addresses, logos and graphics with extremely competitive operating costs, and access to USPS postage discounts.



PIONEERING THE FUTURE: INNOVATIVE DATA TECHNOLOGY SOLUTIONS

Embark on a journey into the realm of data and technology, where informed decisions drive success. Explore the latest tools shaping visibility, on-time performance, and customer satisfaction. Discover technology trends and learn effective implementation strategies for your shipping or mailing operations.

Adding Value to Mail with Data Analytics

As mail becomes more intelligent, the amount and type of data available continues to grow. This session will explore the many types of data that commingle and comail providers use to help customers get the most out of their mailings. Expert data analytics help customers achieve better outcomes using USPS promotions and incentives, and gaining the best postage discounts. Commingle/comail also offers customers the ability to monitor their service performance and make adjustments to optimize deliverability, which adds value to their mail and maintains and grows volume.

Analytics Amplified: Unleashing Business Insights Through Data

Harnessing the power of data is not just an advantage but a necessity for business success. The presentation will focus on how the USPS is using data analytics to provide insights to USPS operations/leadership so we can improve business operations by cutting costs and improving service to our customers. It will cover the importance of data analytics for reporting, the various types and methods of data analysis USPS utilizes and how USPS takes insights from analysis and converts them into actionable steps to improve business operations.

Automated Tracking of a Piece of Mail

This session will provide an overview of the birth to delivery of a piece of mail. Learn how a piece of mail travels through production and shipping activities, identify the weak and strong spots inside of today's mail tracking, and gain an understanding of the benefits of adding detailed tray tracking into the data collection stream and how it will better support mailers and printers.

Carbon Accounting and Our Blue Earth

Take a look inside USPS's day-to-day environmental business practices to deliver a greener tomorrow. Learn about the initiatives behind our green footprint and how our efforts and resources can help you to reduce your carbon footprint.

Creating Business Efficiencies and Customer Engagement with Informed Visibility® Mail Tracking & Reporting (IV-MTR)

Informed Visibility Mail Tracking & Reporting provides near-real-time tracking of mail pieces. The value of IV-MTR is more than mail-tracking data, it drives true business intelligence. In this presentation, you'll hear about how this powerful platform is used to make better business decisions, improve mail ROI, and future enhancements with Informed Delivery campaign data.

Digital Direct Mail: Where Art, Science, and Execution Connect!

Gain an understanding of how marketers are leveraging data and technology to improve their performance with the mail channel. This session will discuss how data analytics is influencing creative, performance, and execution in new ways. Learn how to overcome the challenges of best practices implementation with new digital production technology. We'll show you some approaches that other marketers have implemented to improve their own performance results.

Driving Operational and Cost Efficiency for Technology

The emergence of new technology, evolution of threats, and market demands require new methods of providing solutions and data-driven enterprise Information Technology to meet the objectives outlined in the Delivering for America plan. Industry technology providers must enable the adoption of enterprise services and solutions, which are informed by a cohesive USPS Data Strategy, that implement seamless and reliable operational support to meet the needs of the USPS. In this workshop, learn how an integrated data-centric approach addresses dynamic business requirements through AI/ML and advanced analytics to provide benefits such as: scalable IT infrastructure and services, rapid prototyping, application security and redundancy, cybersecurity and fraud threat mitigation.

Getting Personal with Data

In 2024, businesses are taking personalization to new heights by leveraging advanced data analytics. By analyzing consumer behavior, preferences, and past interactions, companies can create highly targeted and relevant experiences.

Latest and Greatest Innovation in USPS Technology

Join our panel of USPS Technology experts that will share key technology advances in the industry. In this workshop, we will learn how to effectively implement these new technologies today to stay on top of the acceleration eCommerce market. Anyone who wants to continue improving the customer experience they offer to their online shoppers will want to attend this valuable workshop.

Making the Mail Room the Hero of the Organization

This workshop will cover how automation of inbound mail is transforming the mailroom. We will discuss how organizations are migrating towards electronic delivery of documents and how that impacts other departments upstream. By feeding data elements captured from the inbound mail you can save time and resources by simply delivering the necessary data to the appropriate knowledge worker or department. As employers are adapting to a hybrid environment, this session will help explain how they can effectively invoke powerful data and digital transformation initiatives.

Protecting the Mail - New Technologies Being Deployed by the Postal Service to Defend Mail Carriers and Physical Mail

Physical mail and shipping is still the most trusted channel for carrying important messages and valued goods. Unfortunately, increasing crime means that it is more important than ever to protect the safety of mail carriers and defend the mail from theft - and retain the intrinsic value of mail and shipping. During this workshop, the USPS will discuss several of the technology initiatives being implemented to protect carriers and the mail from theft and ensure that shipping and mailing retain their value.

Pulling Gold Out of Your Database

Learn how to build and optimize a database that delivers results. Customer databases are critical to business, yet they are dynamic so it's vital to maintain the accuracy and completeness of the information. Having a good understanding of the demographics and behaviors of your customers gives you the ability to improve your communication and achieve greater results. Find quality prospects. We will help you pull this all together and grab the gold out of your database.

Retail Technology Modernization

In this workshop attendees will be introduced to the suite of retail technologies (existing and new); the benefits of each retail technology as it relates to the audience and individual consumers; and finally, how the technologies work together and when to use.

State of GenAI 2023 and Beyond: Implementation, Adoption, and Success

Gain insights from a recent survey on the State of GenAI in 2023 and beyond. Generative AI holds the potential to revolutionize industries. Many organizations are eagerly implementing Generative AI strategies and tools, while others are cautiously considering their challenges and risks. Where do you stand in this transformative journey? This workshop will explore insights from various industries regarding their GenAI journey, including those just beginning to embrace AI. We will delve into several factors shaping Generative AI adoption, such as the impact of data governance and data management maturity on implementing Generative AI; readiness factors for embracing GenAI, including AI governance processes and guidance, training, AI model documentation requirements, data privacy considerations, availability of skilled staff for GenAI projects, and budget allocation; and understanding the anticipated ROI of Generative AI.

Trackology

Learn the latest and greatest on USPS Tracking enhancements and where this intelligence is headed for the future. Gain insights on features that enhance value and improve the customer experience.

Unlocking Trust - Safeguarding Customer Data

With cyber threats everywhere how do you structure your security profile, so that customers are comfortable their data is safe. This workshop will address industry best practices for your IT security profile and generally accepted certifications that are available. We will discuss how to start the process of being more secure, what to expect, and what needs to be done to ensure a secure profile going forward.

What is Your Mailer Scorecard Telling You?

This workshop will help eDoc submitters learn the different sections of the mailer scorecard, what the data is telling them and how they can use that knowledge to improve the quality of the eDoc, interpret the results of mail verification and mitigate assessments. We will also cover how to set up subscriptions so that users can go right to viewing the scorecard. Mail Quality data feeds will also be covered.



SUPPLIER CONNECTIONS: SUPPLY CHAIN AND TRANSPORTATION STRATEGIES FOR SUCCESS

Designed for existing and prospective suppliers, this specialized track offers insights into commodity-specific business practices and contracting opportunities with the USPS. Attendees gain access to workshops and interactive sessions led by experts in Supply Management, Transportation Strategy, and Fleet Management. Related workshops emphasize the importance of adapting to comprehensive changes and implementing new strategies to enhance competitiveness and fulfill USPS supply chain requirements.

Driving Supply Chain Sustainability

Join this session and learn how the USPS is greening its supply chain and collaborating with suppliers to increase sustainable acquisition. Hear about Supply Management's sustainability goals and metrics, supplier sustainability awards, and how the USPS identifies and measures sustainable products. Gain an understanding of sustainability contracting clauses, the use of sustainability as an evaluation factor in competitive sourcing actions, and supplier reporting responsibilities under postal procurement contracts. Finally, learn how suppliers report Environmentally Preferred Products (EPP) data through the Supply Chain Relationship Management System (SCRMS), and how EPP is identified on USPS online shopping catalogs for employees to purchase.

Supplier Proposal Evaluation / Best Value Source Selection

Learn how the USPS's contracting and sourcing teams evaluate supplier proposals and select best value supplier offers to meet operational requirements. Senior Commodity Directors will share evaluation factors and provide tips on how to respond to issued solicitations and requests for information (RFIs). Get tips on how to prepare your proposal, highlight your company's strengths, and learn what to expect if you are invited to present your proposal or provide an oral demonstration.

Supplier Registration & On-Boarding and Supply Chain Relationship Management

Join this session to learn how to register within the USPS's Supplier Portal to potentially become a new supplier, and how existing suppliers can update their company's data. Attendees will learn about contracting systems, what data is required, and how to enter their company information to ensure that commodity, business offerings, company location, and other important information is complete and accurate for sourcing team's usage. Understand how the USPS uses supplier data to invite suppliers for future business opportunities and participation in issued solicitations. Learn also about Supply Management's robust Supplier Relationship Management (SRM) Program. Understand how SRM and Supplier Performance Management helps the USPS ensure supply chain availability and how the USPS manages suppliers' performance, green and sustainable spend reporting, small, minority, and women owned business subcontract reporting, and supplier innovation proposals.

Topics in Information Technology Contracts - Privacy, Cybersecurity, & Third-Party Risk Assessment

Privacy and data protection are critical requirements within USPS IT purchasing contracts. Attendees will learn about the USPS's IT hardware and software contracting organizations and annual spend, together with specific contracting requirements and topics in cybersecurity policies and data security. Hear from the Director, Cyber Security Risk within the USPS's Corporate Information Security Office (CISO) concerning third party risk review requirements. Learn about specialized contracting matters including FedRamp Certification and other technology issues in contract performance. Finally, understand requirements for obtaining security clearances, types of clearances, and what disqualifies a firm or individual from obtaining a clearance.

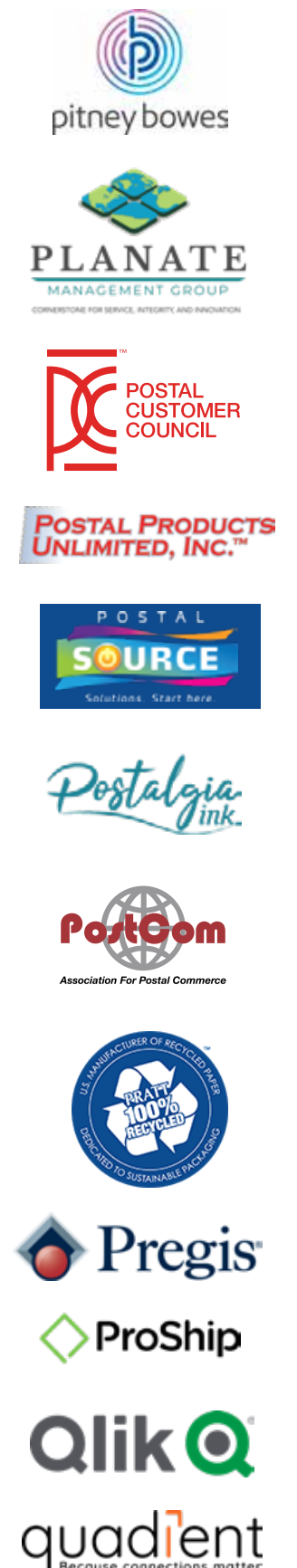
Topics in Mail & Operational Equipment Contracts - Package Sorting Technology and Material Handling Systems

In this workshop, learn how the USPS's parcel and mail processing technology contracting organization and annual spend by commodity. Deploying new sorting platforms to support the USPS's Delivering for America Plan, hear from senior commodity executives on recent programs and how suppliers can support upcoming requirements for both hardware and services. Suppliers will learn about the USPS's newest platform, the Matrix Regional Sorter, and its role in supporting the new processing network, as well as specific contract requirements in mail processing technology.

NPF 2024 SPONSORS AND PARTNERS

Thank you to our valued Partners and Sponsors as they play a pivotal role in elevating the NPF experience. Their unwavering support fuels the success of our four-day event – where partnerships flourish, ideas thrive, and the future of the mailing and shipping industry takes center stage.







SEEKING NEW AND EXCITING PARTNERSHIP OPPORTUNITIES WITH NPF?

Contact Mary Guthrie or Laurie Woodhams and embark on a journey of collaboration, innovation, and shared success.

Mary Guthrie at 703-293-2313 | mguthrie@npf.org
 Laurie Woodhams at 703-293-2329 | lwoodhams@npf.org

NPF 2024 REGISTRATION PACKAGES. REGISTER ONLINE: NPF.ORG

 FULL REGISTRATION 4-Day Access	 THREE-DAY REGISTRATION 3-Day Access	 TWO-DAY REGISTRATION 2-Day Access
<p>\$1,000</p> <p>Online Rate Expires 5/1/24 Onsite rate: \$1,100</p> <p>Our most popular registration package offers full access to all four days, including General Sessions, Workshops, USPS Executive Led Sessions, Evening Receptions, Expo Hall, Continental Breakfasts, Lunches and the Wednesday Closing Event.</p> <p>✓ Sunday through Wednesday</p>	<p>\$900</p> <p>Online Rate Expires 5/1/24 Onsite rate: \$1,000</p> <p>Can't get away for the entire 4-day event? This package provides the flexibility of choosing from two consecutive 3-day options. Including, when applicable, General Sessions, Workshops, USPS Executive Led Sessions, Evening Receptions, Expo Hall, Continental Breakfasts, Lunches and the Wednesday Closing Event. The choice is yours.</p> <p>✓ Sun. Mon. and Tues. or Mon. Tues. and Wed.</p>	<p>\$850</p> <p>Online Rate Expires 5/1/24 Onsite rate: \$900</p> <p>If you need only two-days, this package provides the flexibility of choosing from two consecutive 2-day options. Including, when applicable, General Sessions, Workshops, USPS Executive Led Sessions, Evening Receptions, Expo Hall, Continental Breakfasts, Lunches and the Wednesday Closing Event.</p> <p>✓ Mon. and Tues. or Tues. and Wed.</p>

Education Only: With a concentration on education only, this package offers 4-days of Workshops, General Sessions, and Access to the Expo. Food and beverage functions are excluded. **\$800** online rate through 5.1.24. **\$900** onsite rate.

Expo Only Pass: Interested in experiencing innovation in the Expo? Take advantage of the Expo only pass. Education, food and beverage functions are excluded. **\$50** flat fee.

CERTIFICATION COURSES

Mail Design Professional (MDP) Course:

A Full registration is required, including a **\$49** processing fee. Coursework is scheduled for Tuesday and Wednesday.

The Direct Marketing Course:

Free with any registration package. Note, the completion of 7 qualifying workshops is required for certification. Make sure to select the right registration package to ensure course coverage.

Mail Center Manager Growth Course:

Free with any Wednesday, June 5 registration package.

TRIPLE SAVINGS DISCOUNT – SAVE UP TO \$300

ONLINE REGISTRATION SAVINGS

\$100 off/Full
 \$50 off/3-Day
 \$50 off/3-day
 \$100 off/Education Only

Hurry, online rate ends: 5.1.24

POSTAL CUSTOMER COUNCIL MEMBER SAVINGS

\$100 off/Full
 \$50 off/3-Day

Must be a PCC member to qualify.

NPF PREFERRED HOTEL SAVINGS

\$100 off a Full/Three-day package

Discount only available while rooms last.



7371 Atlas Walk Way
Suite 603
Gainesville, VA 20155-2992

Nonprofit Org.
U.S. Postage
PAID
Dulles, VA
Permit No. 3

WE'LL MEET YOU AT THE CROSSROADS.

- Exclusive USPS General Sessions
- USPS Officer Led Sessions
- 120+ USPS and Industry Led Workshops
- Professional Certification Courses
- Largest Industry Expo
- Daily Networking Events
- And More!