National Postal Forum 2024 | Indiana Convention Center
Indianapolis, IN | June 2-5

CONNECTING AT THE CROSSROADS
INNOVATION. EDUCATION. PARTNERSHIP. GROWTH.
DELIVERING FOR AMERICA. | JUNE 2-5, 2024, INDIANAPOLIS

Sunday – June 2

ROOM										
PERIOD 1 1:30 PM - 2:30 PM			Orientation Session	Retail Technology Modernization	What is Your Mailer Scorecard Telling You?	Cass Cycle O - Lessons Learned and Other Address Quality Best Practices	Connecting Solutions with Goals: Identify the Right Mailing and Shipping Method Based on Your Goals	Trackology	Presorting vs Commingling - Is There a Difference	Collaborative Innovation with USPS and Flowcode
PERIOD 2 2:45 PM - 3:45 PM	Pricing and Product Strategies Aligned for Financial Stability		Mailpiece Design/Mailing Requirements - A Hands on Approach	Strategies to Attract and Retain Essential Talent	Mastering Mail: Strategies for Productivity, Compliance and Delivery Optimization	USPS Smart Lockers: A Free, Secure & Convenient Alternate Delivery Solution	Win the Shipping Race with USPS Ship	Reducing Waste in a Circular Economy	MTAC	
PERIOD 3 4:00 PM - 5:00 PM	USPS Tech: Your Key to Powerful Integrations		PCC Opening Session	USPS Shipping 101	Revolutionizing Direct Mail Marketing with Innovative Data-Driven Augmented Reality	Latest and Greatest Innovation in USPS Technology	Could Your Personality Damage Your Career	Carbon Accounting and Our Blue Earth	Save Money by Mailing Smarter	Unlock the Full Potential of Mail: A Comprehensive Overview of USPS Promotions and Incentive Programs
5:30 PM - 7:00 PM	**Welcome Reception – Indiana State Museum**									

Please Note: This document is subject to change.

National Postal Forum 2024 | Indiana Convention Center
Indianapolis, IN | June 2-5

CONNECTING AT THE CROSSROADS
INNOVATION. EDUCATION. PARTNERSHIP. GROWTH.
DELIVERING FOR AMERICA. | JUNE 2-5, 2024, INDIANAPOLIS

Monday – June 3

8:00 AM - 9:30 AM	PMG Keynote – Sagamore Ballroom – Convention Center									
9:30 AM - 4:00 PM	Exhibit Hall Hours (9:30 AM - 4:00 PM) and Exclusive Exhibit Hall Time (9:30 AM - 11:00 AM, 3:15 PM - 3:45 PM and 12:00 PM - 1:00 PM)									
ROOM										
PERIOD 4 11:00 AM - 12:00 PM			Do Something! To Break Down 5 Mailing Operation Growth Barriers	AIM Workshop	Boot Camp For Mail Center Managers - Part 1	PCC Bootcamp Day 1	Advocate for Yourself and Your Team to Cultivate Success in the Fast Lane	Cross-Border eCommerce Trends for 2024	Elevate Print Marketing with Omnichannel Strategy: Technology	Do You Know How Much Returned Mail Costs Your Company?
12:00 PM -1:00 PM	Lunch in the Exhibit Hall									
PERIOD 5 1:00 PM - 2:00 PM	Delivering Sustainable Results		Imagine & Innovate: Shaping the Next Chapter of Marketing Mail	USPS Shipping Solutions	Pulling Gold Out of Your Database	Lessons from Political Mail	Unlocking Trust - Safeguarding Customer Data	Building Inclusive Capacity from the Top Down, Middle Out and Bottom Up	The Address Quality Advantage	Time Management in the Hybrid Work Environment
PERIOD 6 2:15 PM - 3:15 PM	Revitalizing Facilities for our Modern Network		Strategies for Cost Optimization in Mail Production and Postal Operations	Address Management: Corporate Level Impact Requires Corporate Level Thinking	Driving Operational and Cost Efficiency for Technology	What's Happening in International Business	Why Should I Buy From You? Cracking the Code: The Psychology Behind High Performance Campaigns	Career Transitions: What We all Need to Know (and Remember)	Supplier Proposal Evaluation/Best Value Source Selection	Technology Solutions for Shippers and Shipping Software Providers
PERIOD 7 4:00 PM - 5:00 PM	From the Dock to the Door: A New Retail Experience		Highlights of Shipping Advantages with USPS Ground Advantage	Digital Direct Mail: Where Art, Science and Execution Connect!	Green Mailing: Transforming Postal Services for a Sustainable Future	PCC Bootcamp Day 2	Optimize Content Creation Through Generation AI	Keys to Maximize Your Effectiveness	Supplier Registration & On-Boarding and Supply Chain Relationship Management	The Global Postal Network and US International Mail
5:30 PM - 7:00 PM	PCC Reception – JW Marriott Ballroom									

Please Note: This document is subject to change.

National Postal Forum 2024 | Indiana Convention Center
Indianapolis, IN | June 2-5

CONNECTING AT THE CROSSROADS
INNOVATION. EDUCATION. PARTNERSHIP. GROWTH.
DELIVERING FOR AMERICA. | JUNE 2-5, 2024, INDIANAPOLIS

Tuesday – June 4

ROOM										
8:00 AM - 9:00 AM	Tuesday General Session – Sagamore Ballroom – Convention Center									
9:30 AM - 5:30 PM	Exhibit Hall Hours (9:30 AM - 5:30 PM) and Exclusive Exhibit Hall Time (9:30 AM - 11:00 AM and 4:00 PM - 5:30 PM)									
PERIOD 8 11:00 AM - 12:00 PM			Leadership Looks Good on You: Success Strategies from Dynamic Leaders in the Mail	Returns Impacting Your Bottom Line? Affordable USPS Returns Solutions	Boot Camp For Mail Center Managers - Part 2	Achieving ROI Through Strategic Investments in Direct Mail	Jewels for Your Journey	Influencing the Future Generation of Marketers	Automated Tracking of a Piece of Mail	Driving Supply Chain Sustainability
12:00 PM - 1:00 PM	Lunch in the Exhibit Hall									
PERIOD 9 1:30 PM - 2:30 PM	The Evolution of USPS Transportation Strategy: Connecting the Dots Between the Network and Customers' Needs		The Informed Delivery Ecosystem: New Features and Enhancements	Seamless Acceptance and Informed Visibility Work Together	The Renaissance of Print in the Print-to-Consumer Era: Mastering Digital Synergy for Marketing Triumph	Expanding USPS Connect Reach of Final Mile Delivery for Customers and Consumers	Adding Value to the Mail with Data Analytics	Driving Direct Mail Results with Embellishments and Digital Engagement	Leadership and Management in a Remote Workplace	Topics in Information Technology Contracts - Privacy and Security Requirements
PERIOD 10 2:45 PM - 3:45 PM	A New Delivery Fleet to Serve America's Needs		Shipping Industry Trends	Peer to Peer	Digital Channels, Direct Mail and Digital Marketing Platforms: The Big 3 of Omnichannel Marketing	State of GenAI 2023 and Beyond: Implementation, Adoption and Success	The 5 Pillars of Supply Chain Success	Stepping up to the Plate: Overcoming the Fears of Taking the Lead	Vroom, Vroom! Inkjet Innovations Deliver Speed, Security Affordability and Openability for your Mail Pieces	Topics in Mail & Operational Equipment Contracts - Package Sorting Technology and Material Handling Systems
4:00 PM - 5:30 PM	Exhibitors' Reception – Exhibit Hall									

Please Note: This document is subject to change.

National Postal Forum 2024 | Indiana Convention Center
Indianapolis, IN | June 2-5

CONNECTING AT THE CROSSROADS
INNOVATION. EDUCATION. PARTNERSHIP. GROWTH.
DELIVERING FOR AMERICA. | JUNE 2-5, 2024, INDIANAPOLIS

Wednesday – June 5

ROOM										
PERIOD 11 8:00 AM - 9:00 AM	Confidence in the Mail and Securing Tomorrow's Deliveries		Grow Through the Power of Connections	Unlocking Satisfaction: The USPS Resolution and Support Guide	Learn about affordable, upfront and transparent pricing options with USPS, which will reduce your surcharges and accessorial fees.	Mentoring for Staff Development and Professional Growth	HAZMAT and Dangerous Goods 101	How the First Class Stamp has Become the Best Marketing Technique in 2024		
PERIOD 12 9:15 AM - 10:15 AM	PMG Town Hall Meeting (ends at 10:45)		Grow Through Expanding Your Team	Amplify Direct Mail Effectiveness with Data-Driven Audience Insights	Managing the Postal Lifecycle of Transactional Print and Mail Operations Preparing a Long-Term Strategy for Governance	Making the Mail Room the Hero of the Organization	The Future of Direct Mail 2024: Marketer and Consumer Insights	From Stress to Success	Maximize Benefits Through Supply Chain Solutions "CO" Services	
PERIOD 13 10:30 AM - 11:30 AM			Grow and Add Value to Your Employer	The Relevancy of Printed Mail in 2024, in an AI Environment	Enterprise Payment System (EPS) and Enterprise Post Office Boxes Online (EPOBOL) and the Future of Payment Technologies	The Modern Marketer	Protecting the Mail - New Technologies Being Deployed by the Postal Service to Defend Mail Carriers and Physical Mail	Smart Solutions - Content Designed to Mail & Ship!	Streamlining Success: The Impact of Centralizing Mailing Data	
12:00 PM - 1:30 PM	**Lunch with Guest Speaker – Sagamore Ballroom – Convention Center**									
PERIOD 14 2:00 PM - 3:00 PM			Grow Through Self-Branding	Understanding and Implementing Address Element Correction (AEC) to help Keep Your Mail Deliverable	Analytics Amplified: Unleashing Business Insights Through Data	Success with USPS IMbA - Intelligent Mail Barcodes Fuel Efficiency	Mail Production Workflow in the Cloud How to Harness the Power	Developing Innovative Leaders	Creating Business Efficiencies and Customer Engagement with Informed Visibility Mail Tracking and Reporting	
PERIOD 15 3:15 PM - 4:15 PM			Grow Through Self-Actualization	Getting Personal with Data						
7:00 PM - 10:00 PM	**Closing Event – Indiana Roof Ballroom**									

Please Note: This document is subject to change.

TRACK LEGEND
Designing Shipping Solutions for a Competitive Edge
Growing the Mail Through Innovation
Leadership Strategies for Professional Enrichment
Operations Efficiency From Mailing Preparation to Delivery
Pioneering the Future: Innovative Data Technology Solutions
Supplier Connections: Supply Chain and Transportation Strategies for Success

Please Note: This document is subject to change.