



**National Postal Forum
Speakers' Guide**

**Baltimore Convention Center
1 W Pratt St.
Baltimore, MD 21201**

May 21-24, 2017



Dear National Postal Forum Speaker:

It is our pleasure to welcome you as a speaker at the National Postal Forum— Baltimore, MD, May 21-24, 2017. This guide is intended to be an overview of everything you will need to know regarding your role as a speaker. Included are tips and suggestions for preparing your presentation and delivering it to your audience. If you have any questions, please contact [Laurie Woodhams at lwoodhams@npf.org](mailto:lwoodhams@npf.org)

We look forward to seeing you in Baltimore, MD!

A handwritten signature in black ink that reads "Maureen Goodson". The signature is written in a cursive style with a large, sweeping initial "M".

Maureen Goodson
Executive Director
National Postal Forum

A handwritten signature in black ink that reads "Judy de Torok". The signature is written in a cursive style with a large, sweeping initial "J".

Judy De Torok
Manager Industry Engagement and Outreach
United States Postal Service

1. Overview of NPF Information

WELCOME! As we begin to work together, we hope this guide will be helpful as you prepare your presentation.

National Postal Forum Contacts

Your points of contact for the NPF – Baltimore, MD will be:

Laurie Woodhams	Lindsey Taylor
National Postal Forum	United States Postal Service
Business Sessions	NPF Workshop Coordinator
3998 Fair Ridge Drive – Suite 150	475 L'Enfant Plaza SW
Fairfax, VA 22033-2907	Washington, DC 20260-5006
Tel: 703-293-2329	Tel: 202-268-3002
Fax: 703-218-5020	Fax: 202-268-8976
Email: lwoodhams@npf.org	Email: Lindsey.c.taylor@usps.gov

Conference Location

Baltimore Convention Center

1 W Pratt St.

Baltimore, MD 21201

Travel and Airport Transportation

Check out the Baltimore Washington International Airport area listed on our website at www.npf.org under the Hotel/Travel Tab.

- NPF does not cover the cost of your airfare.
- Airport shuttle service is available. See our website under Hotel/Travel.
- Taxis depart from designated taxi zones located at the different airports.

Conference Registration

Please register for the National Postal Forum (NPF) online at www.npf.org as soon as possible (If you are a postal employee who is hosting a workshop, DO NOT register. Industry Engagement and Outreach will register all postal attendees). When registering, please select the Industry Speaker Registration. For the discount code select "Other" and enter this code **SPKIND17** and hit apply. This will give you a complimentary registration. We highly recommend that you complete your registration and hotel reservation right away as hotel reservations are on a first-come, first-serve basis. A prerequisite of the complimentary registration is booking your hotel reservation through the NPF website.

As a speaker, you are provided a full complimentary NPF registration. This includes daily admission to the Exhibit Hall, Continental Breakfasts, General Sessions, Executive Briefing Sessions, Officer led Sessions and Workshops, Sunday Areas' Welcome Reception, lunch in the Exhibit Hall on Monday, Tuesday and the Wednesday afternoon luncheon, Tuesday evening Vendor Reception, and Wednesday evening Closing Event.

Hotel Accommodations

- NPF does not cover the cost of your housing.
- The hotel rate is listed on the NPF website www.npf.org under the Hotel/Travel tab.
- The hotel will notify you directly once your room reservation has been confirmed.

For more detailed hotel information, go to www.npf.org.

2. Presentation Guidelines

Overview

NPF provides educational and networking opportunities for mailing industry professionals and individuals interested in learning more about the value of mail as a communications and advertising medium. It is the premier conference where attendees can obtain first-hand knowledge about postal products and services as well as mailing technologies that help companies grow their business!

Workshop speakers must create sessions that provide training and networking opportunities for attendees. Speakers are selected for their expertise and must prepare engaging, professional quality presentations that provide mailers the knowledge to keep pace with the rapidly changing business world.

Workshops are organized in several categories reflecting the way in which customers interact with the Postal Service. At the Baltimore Convention Center there will be different workshops and categories to support the interests of our various customers.

Your Role as a Workshop Speaker

The workshop is an interactive learning experience, led by speakers who are recognized in the industry and Postal Service as subject matter experts. As you prepare for the workshop, keep in mind that attendees are looking for the basic, and the not so basic elements of a given subject area. Your goal is to provide mailers with information on topics relevant to their business which contributes to their professional growth, as well as positively impacts the mailing industry as a whole. Attendees who come to your workshop will want to learn the latest initiatives and trends in the mailing industry, so preparation for a successful workshop is essential. This guide offers you the tools needed to ensure that you present a comprehensive workshop that will earn you the highest in attendee evaluation scores (high scores are a determining factor when choosing presenters at future NPFs).

Policy on Content

Workshop evaluations show that attendees do not want to see self-promotional materials during the workshops. Speakers are expected to provide information in an educational, non-commercial, non-self-promotional manner. **Presentations should exclude business logos, order forms, book promotions, etc.** To that end, a PowerPoint template has been designed specifically for all presenters to use at the Baltimore National Postal Forum and has allowed for one company logo on the front and back pages of your presentation. Use of this template is mandatory for presentations to be accepted. All presentations will be reviewed and any that have not met this requirement will be returned to sender for correction.

WORKSHOP PRESENTATIONS WILL BE POSTED ON THE NATIONAL POSTAL FORUM PUBLIC WEBSITE. NO UNLICENSED IMAGES OBTAINED FROM GOOGLE IMAGE SEARCHES OR UNAUTHORIZED DOWNLOADS FROM PRIVATE WEBSITES MAY BE USED WITHIN YOUR PRESENTATION. YOU WILL BE HELD RESPONSIBLE FOR PAYING ANY LEGAL FEES INCURRED BY THE NATIONAL POSTAL FORUM AS A RESULT OF COPYRIGHT INFRINGEMENT WITHIN YOUR PRESENTATION.

A template is available at the www.npf.org website located beneath the *Exhibit & Speak* menu and under *Speaking at NPF* or from Laurie Woodhams at lwoodhams@npf.org (703-293-2329).

3. Workshop Preparation and Presentation

Pre-Forum Workshop Preparation

It is incumbent upon the Speaker(s) to:

- Develop a workshop outline prior to creating your PowerPoint presentation.
- Facilitate transitions between speakers' presentations.
- Summarize appropriate points.
- Control the pace of the session to prevent someone from dominating the discussions.
- Ensure content delivery.
- Plan to attend a "Speaker Webinar" in March, 2017. The Webinar, conducted using Meeting Place, will last one hour and will reinforce some of the basic information you will need to know prior to presenting in Baltimore, MD in May, 2017.
- Cross check the course content with the workshop description you provided for the promotional catalog so that attendees' expectations are met.
- Plan several questions to plant in the audience in case the audience does not participate as you had anticipated.
- Practice your presentation in advance of the NPF and record the time. Successful presentations involving more than one speaker require conference calls in advance to practice and develop the optimum presentation flow and procedure for questions, etc. To schedule a practice room at the Baltimore Convention Center contact Laurie

Woodhams at woodhams@npf.org or (703) 293-2329; by **April 7, 2017**.

Please refer to the *Speaking at NPF* at www.npf.org under the Exhibit and Speak tab for presentation tips and guidance.

Presentations

All NPF workshop speakers are required to submit an **electronic version** of their presentations **no later than April 7, 2017**. This will provide NPF with the necessary time to convert the PowerPoint to a PDF and make it available to the registered attendees to download their copy. NPF will not guarantee that changes will be incorporated in presentations received after the above-mentioned date. If the deadline for the PowerPoint presentation is not met, then the speaker will be responsible for bringing 75 copies to their workshop.

All NPF workshop speakers are required to use the PowerPoint template (below) that has been specifically designed for use at the Baltimore, MD Forum. Use of this template is mandatory for presentations to be accepted. All presentations will be reviewed and any that have not met this requirement will be returned to sender for correction. The template is available at www.npf.org under Menu *Exhibit & Speak* --> *Speaking at NPF*. It is the responsibility of all speakers to ensure that the information provided in their PowerPoint presentation is accurate. It should be noted that when information contained in a PowerPoint presentation is inaccurate and/or irrelevant, it reflects negatively on the speaker and the overall rating for the workshop. The audience, as part of their evaluation, assesses all aspects of the workshop, including the accuracy and substance of the information provided during the workshop.



- Send your PowerPoint presentation via email to Laurie Woodhams at woodhams@npf.org. **Include your workshop title in the subject line.**
1. Please contact Laurie Woodhams if you have any problems when submitting your PowerPoint presentation.
 2. If you have video content in your presentation, your PowerPoint presentation will not upload. Please contact Laurie Woodhams for an alternate method.
 3. Times, Helvetica and Arial fonts are recommended.
 4. All NPF PowerPoint presentations must be submitted via email for review to woodhams@npf.org **no later than April 7, 2017**
 5. Please keep in mind the following:
 - a. Slides should be clean and simple.
 - b. Avoid the use of too much text. Use the 5 x 5 Rule: No more than 5 words across and 5 rows (or bullet points) per slide.
 - c. Use 24 point font size.
 - d. Use up to two levels of bullets.

- e. Colors do not copy well. Please bear this in mind when adding color to your presentation.

6. The below is an example of a PowerPoint presentation that was converted to a PDF and available to registered Forum attendees on the NPF Webpage:

Cost Comparison

Certified Mail™ Return Receipt		Signature Confirmation™	
1 ounce envelope	\$0.44	3 ounce parcel	\$1.56
Return Receipt	\$2.30	Retail SigCon	\$2.35
Certified Mail™	<u>\$2.80</u>	Parcel™	<u>\$0.60</u>
Total	\$5.54	Total	\$4.41
or		Savings \$1.13	
or		or	
1 ounce envelope	\$0.44	3 ounce parcel	\$1.56
E-Return Receipt	\$1.10	e-SigCon	\$1.95
Certified Mail™	<u>\$2.80</u>	Parcel™	<u>\$0.60</u>
Total	\$4.34	Total	\$4.01
Savings \$0.33			

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Online

Go to www.usps.com

- Click-N-Ship (CNS) – create labels with postage
 - Delivery Confirmation
 - Signature Confirmation
 - Insurance (up to \$500)
- Postal Store – order forms/labels
- Schedule Carrier Pickup

Document All Audio/Visual Requirements

- All concurrent session rooms will be equipped with the standard AV equipment below:

1. Podium Microphone
2. Hand held microphone
3. Projection Screen/LCD Projector
4. Laptop Computer

Additional Equipment Requests:

1. Additional AV Requests – If you require additional AV equipment, please contact Laurie Woodhams at lwoodhams@npf.org.
2. Sound Patch – If your computer will need to be connected to the sound system, you must contact Laurie Woodhams at lwoodhams@npf.org.

Onsite at the NPF

When you arrive:

- Check-in at the Speaker Registration Area located inside the Baltimore Convention Center – please look for on-site signs that will guide you to its location.
- Check out the location of the room where your workshop will be held.
- Check out the location of the practice room.
- Check to see that your presentation materials are in the room, or in the room designated to house speaker presentations.
- Practice your presentation with audiovisual equipment at your scheduled practice time.
- Arrive at your workshop's scheduled room at its earliest availability, to enable you to perform a final sound check and to ensure you have proper audio visual connections. If your assigned workshop room is occupied by a speaker conducting a session in the time slot just prior to the scheduled start of your workshop, please wait until this session is completed. You will have at least 15 minutes to complete your final in-room pre-workshop preparations.

Beginning Your Workshop

Introduction – Please start the session with an introduction(s):

1. Introduce yourself (and the other speaker(s)).
2. Cover some basic housekeeping rules, reminding the audience to complete the evaluation forms and advising them that the workshop may be recorded.
3. Review the session objectives and how you intend to meet them.
4. Encourage your attendees to participate in obtaining a USPS Certificate.

Evaluation Forms & App:

Evaluations are provided to attendees of your workshop via forms and on the NPF App. Evaluation forms will rate the overall session, the content, and your presentation skills. The survey also allows for written comments. Evaluations are an integral part of ensuring the future success of the NPF and will be used when considering you for future presentations. Speaker scores will be sent to you approximately 6 weeks after the Forum.

During Your Presentation

Communicating Your Message

Following the introduction, you might want to liven up the audience by moving away from the podium and into the audience's space to talk to attendees. This helps to stimulate the audience and promote an information exchange.

Timing your Presentation

Time limits are important as all attendees are on a schedule. Workshops are **60 minutes**, and there is a 15 minute grace period scheduled to allow for transition between workshops. Be sure to allow a minimum of 5 minutes to plan for questions and answers.

1. Please repeat all audience questions into the microphone. The session may be taped, so this ensures recording of the questions as well as the answers. In addition, it is helpful for attendees who might not have heard the question when initially asked.
2. If discussion seems slow, try asking the audience some questions, "How are you going to apply this information to your own situation?" "Do you have similar practices at your company?"
3. If a question requires a lengthy reply, please schedule a time off-line to meet with the attendee to respond appropriately.

Concluding Your Workshop

- Summarize by restating the learning objectives.
- Provide contact information such as email and phone number in case attendees need additional information.
- Emphasize the importance of completing the evaluation via forms or the NPF App.
- Tell the audience that the NPF is committed to "continuous improvement" and that their evaluations are read and their input is used at future Forums.
- Ask the audience to hand the completed evaluation forms to the monitor at the door on their way out – and thank them for their participation.

ATTACHMENT A: Speaker Checklist

Speaker Checklist

Attend Speaker Webinar

March 21st at 11 AM EST or March 23rd at 2 PM EST

PowerPoint Presentation emailed to NPF (lwoodhams@npf.org)

Due Date: On or Before April 7, 2017

Speaker Registration submitted online to NPF

When registering, please select the Industry Speaker Registration.
For the discount code select Other and enter this code SPKIND17
and hit apply

Due Date: On or Before April 7, 2017

Speaker Recording Release mailed or faxed to NPF

Due Date: On or Before April 7, 2017

Email request for reservation for Speaker Practice Room

Due Date: On or Before April 7, 2017

PLEASE EMAIL LAURIE WOODHAMS AT LWOODHAMS@NPF.ORG OR LINDSEY
TAYLOR AT LINDSEY.C.TAYLOR@USPS.GOV IF YOU HAVE ANY QUESTIONS

ATTACHMENT C: Speaker Recording Release Form and Postal Customer Council (PCC) Events Consent Form

Speaker Recording Release: Please Fax to Laurie Woodhams @ (703) 218-5020 by April 7th, 2017

By signing and returning this form, the presenter agrees to allow the National Postal Forum (NPF) or the U.S. Postal Service (USPS) to distribute session materials via Audio CD, CD-ROMs, DVD and the NPF website. I hereby grant the NPF, through its contracted company, the right to record, duplicate, sell, or distribute my presentation/speech and/or other participation at the NPF. I acknowledge that I shall receive no compensation for this recording.

Speaker Name: _____

Workshop Title: _____

Speaker Signature: _____

Postal Customer Council (PCC) Events Consent Form:

If you would like to be contacted regarding speaking opportunities at Postal Customer Councils (PCC), we will include your name in a database of speakers that will appear on the web at www.usps.com/pcc. Completing this form does not obligate you in any way to speak at a PCC event nor does it guarantee a speaking arrangement with the U.S. Postal Service or the PCCs--Specific arrangements are negotiated between you and the individual PCC Co-Chairs. Please note that all speakers for PCC events must comply with the policies set forth in Publication 286. In particular, all speakers must be active PCC members or business mailers (as defined in the Publication) who are not competitors (as defined in the Publication) and eligibility is subject to approval by the local PCC Executive Board. Please refer to the Publication 286 for further information regarding appropriate topics.

Name: _____

Company Name: _____

Company Address: _____

(City, State, Zip): _____

Email Address: _____

Phone Number: _____

Title of Presentation: _____

Topic presented at most recent NPF: _____

Other topics for possible presentation: _____

Signature: _____

Reminder!

PowerPoint presentations must be submitted no later than April 7th, 2017

We will gladly accept your PowerPoint presentation via email as soon as you have it ready, so please do not delay in sending it to Laurie Woodhams at lwoodhams@npf.org

Hardcopies of presentations will not be accepted. All PowerPoint presentations received by Laurie Woodhams via email by April 7th, 2017 will be converted into a PDF for downloading from the NPF webpage.

It is the responsibility of all speakers to ensure that the information provided in the PowerPoint presentation is accurate.

If you have any questions, please contact:

**Laurie Woodhams
lwoodhams@npf.org
Tel: 703-293-2329**