

National Postal Forum - Baltimore, MD

May 21-24, 2017

PLEASE NOTE: This document subject to change

Sunday - May 21

ROOM	Jr. ballroom	336	337	338	339	340	343	344	345	346
PERIOD 1 9:00 AM - 10:00 AM	National Area mailing Focus Group Meeting (until 10:30am)		Targeted Budget-Friendly Marketing Mail	Do You Know Who Your US Postal Service Connctions Are From the Local to National Level	Lessons Learned from the Survivors Club	Mailroom Security: Risk Management Training and Critical Infrastructure Protection	Mailing Bills and Statements? How to Get the Most for Your Money	Everything You Wanted to Know About Postage But Were Afraid to Ask		
PERIOD 2 10:15 AM - 11:15 AM	PCC Opening Session (starts at 11am)	Mailer Scorecard Navigation and Report Utilization	Mail 101: Basic Tips for Controlling Postage Costs	Informed Delivery Update and Overview	Use Direct Mail to Enhance Your Customer Service and Extend the Life Cycle of Your Customer	Migrating Customer Acquisiton Targets to High-Value Loyal Customers	Increasing Engagement in Transactional Communications	Step Up to Stand Out Your Personal Brand Matters!	Canadian Mail Changes: What You Need to Know	
PERIOD 3 11:30 AM - 12:30 PM	PCC Opening Session (starts at 11am)	Are You Listening? How to Avoid Common Communication Blunders	Campaign Design for Informed Delivery: Adding Digital Content	Using Lean Six Sigma: Improving the Customer Experience Through the Value Stream	Reinventing Mail: How Technology Trends are Modernizing our Industry	Closing the Visibility Gap	Leveraging New Cloud Services Technology for Shipping Solutions	Postal Budgets: Are You in Command of Your Operation?	International Mailing Requirements: Addressing, Labels and Prohibited Items	USPS BlueEarth® - Carbon Accounting, Federal Recycling Program, and Secure Destruction
12:30 PM - 1:30 PM	Lunch on the Go									
PERIOD 4 1:30 PM - 2:30 PM	Cultivating Smarter Intelligent Mail (VP Mehra)	Forum Orientation Session	Future of Mobility: Crowdsourced Delivery	Leveraging Shipping Data Across All Your E-Commerce Operation	Optimizing Mailing Efficiency in an Intelligent World	Election Mail: A Panel on the Presidential Election of 2016	Building a Winning Multi-Channel Campaign	Global Shipping 101: A Step-by-Step Guide for Experienced Exporters too	Everything You Wanted to Know About Government Mailings	MTAC Update
PERIOD 5 2:45 PM - 3:45 PM	Delivery Today and Tomorrow (VP McAdams)	UAA Mail - Best Practices and Solutions	eDoc 101: Introduction to Mail.Dat	Building Your College and University Mail Center's Brand	Making the Mail Moment Matter in every Channel	A Postal Customer Council How-To Part One	Value Added Features for the E-Commerce Shipper	The Periodicals Connection - How to Connect with Your Customers and Keep Them in Your Sights...	Using and Understanding Informed Delivery Data	Inbound Shipping Solutions to the United States
PERIOD 6 4:00 PM - 5:00 PM		Media Attribution - How Can YouTell	The Ins and Out of Outsourcing and Insourcing	Shipping Trends: Big Data and Delivery Flexibility	Hiring, Training and Retaining Millenials	A Postal Customer Council How-To Part Two	Innovating Bulk Mail Distribution Through Behavioral Analytics	Putting Passion Into your Mail Job	How to Unify Your Campus Logistics and Processes	KYC-KTA Risks and Opportunities
5:30 PM - 7:00 PM	Welcome and Areas' Reception									

National Postal Forum - Baltimore, MD

May 21-24, 2017

Monday - May 22

8:00 AM - 9:30 AM	PMG Keynote - Ballroom									
9:30 AM - 4:00 PM	Exhibit Hall Hours and Exclusive Exhibit Hall Time (9:30 am - 11:00 am and 12:00 pm - 1:30 pm)									
ROOM	Jr. ballroom	336	337	338	339	340	343	344	345	346
PERIOD 7 11:00 AM - 12:00 PM	Innovating Today for Tomorrow's Customer (VP Reblin)	Boot Camp for Mail Center Managers Part 1	Cut the Fat, Get Lean	Optimizing Your Print Shop to Reduce Mailing Costs	Your Team Can Soar! Powerful Lessons to Help You Lead and Develop High-Performing Teams	A Fast Understanding of Our Facility Access	Using the US Postal Service to Enhance the E-Commerce Customer Experience	Automation is the Answer to the UAA Problem	Anatomy of a Great Mailer	Direct Mailers Transforming into Transactional Mailers: The Standard to First-Class Mail Shift
12:00 PM - 1:30 PM	Lunch - Exhibit Hall									
PERIOD 8 1:30 PM - 2:30 PM		"Staying Alive!" (Chief Postal Inspector Cottrell)	Integrated Media Research Center	Emerging Technologies	From Stress to Success	Choosing the Best Move Update Method for Your Mail	Industry SWOT: Impact of Today's Trends on Your Business and How to Capitalize On Them	PCC Policy Administration Starter Kit	Where Does Direct Mail Fit Into Those Increasingly Digital Tactics?	Parcels are a Package Deal: Service Level, Logistics and Technology
PERIOD 9 2:45 PM - 3:45 PM	Informed Product Simplification (VP Monteith and VP Owens)	Wow's My Mail - Connecting Mailers with Greater Visibility	Technology in 2017 Promotions	Engaging Mail and the Generations	Mail Quality: It Takes an Electronically Connected Supply Chain	Streamlined Mail Acceptance: A Guided Tour Through Seamless Acceptance	Leveraging Technology for the 21st Century Mail Center	The Most Important Four-Letter Word in Direct Mail: Test	Digitally Outsourced Fulfillment of Small Jobs and "White Mail" Can Save Money, Improve Delivery...	Embracing Internal Customer Satisfaction for Improved Service and Efficiency
PERIOD 10 4:00 PM - 5:00 PM		Outsourcing - Separating Myths From Realities	Postal Explorer - Navigating Requirements, Publications and Calculators	Leveraging Trends in Digital Marketing to Use in Direct Mail	Hot Topics in Addressing: An Industry Perspective	Enhancing the Customer Experience	10 Hot New Logistics Trends that will Keep Customers Coming Back for More	Brand Transparency	Mailing in a Secure World in 2017	Living with and Loving Periodicals: Navigating Requirements, Using the New Changes and Being Ready...
5:00 PM - 6:30 PM	PCC Reception									

National Postal Forum - Baltimore, MD

May 21-24, 2017

Tuesday - May 23

8:00 AM - 9:30 PM		General Session - Ballroom									
ROOM	Jr. ballroom	336	337	338	339	340	343	344	345	346	
9:30 AM - 2:00 PM 5:00 PM - 6:30 PM		Exhibit Hall Hours and Exclusive Exhibit Hall Time (9:30 am - 11:00 am, 12:00 pm - 1:30 pm and 5:00 pm - 6:00 pm)									
PERIOD 11 11:00 AM - 12:00 PM	End-To-End Network of Operations - The Art of Possible (VP Cintron)	Boot Camp for Mail Center Managers Part 2	The Fusion of Digital and Physical - Technology that Delivers a Competitive Edge	Payment Modernization	Drones 101: What You Need to Know About Drones and How Will They Matter to Your Future?	Informed Delivery Campaigns using Mail.dat	PCC Peer-To-Peer Exchange	Seamless Acceptance + Informed Visibility = Improved Tracking and Transparency	Integrated Marketing Solutions: Bridging the Gap Between Direct Mail and Digital	US Postal Service Shipping: Debunking the Myths	
12:00 PM - 1:30 PM											
PERIOD 12 1:30 PM - 2:30 PM	Enterprise Analytics - The Digital Frontier (VP Cronkhite)	Learn from the Irresistible Mail Finalists	Transform Your Operation with Color Inkjet Printing: Gain Efficiency, Lower Cost and Create Higher Value...	Undocumented Mail Pieces	Future of Mobility: Disrupting Marketing and Changing the Game for New Products and Business Models	What's Mail Got to do With it?	Advanced Customer Loyalty: Taking Segmentation to the Next Level	Informed Delivery as Part of Your Omin-Channel Marketing Strategy	Innovative International Distribution Strategies to Control Costs and Generate Growth	Employees as Customers - The Power of the Employee Experience and Engagement	
PERIOD 13 2:45 PM - 3:45 PM	Informed Visibility: Making Powerful Connections in Real Time (VP led panel)	Who Protects Your Mail? Postal Inspectors	The Data to Support Informed Delivery: Market Research and Consumer Response	Utilizing eInduction to Manage Logistics and Simplify Drop Shipments	Priority Mail Vs Surepost/ Smartpost: Costs Customer Experience and Branding	Is There a Million Dollars on Your Shop Floor	Value of the PCC: When Industry and the US Postal Service Work Together Success Follows	Maximizing the Financial Results of Your Multi-Media Marketing Campaigns	Ensuring Document Integrity for Transactional and Information Based Mailing	When Generations Collide - A New Diversity Issue	
PERIOD 14 4:00 PM - 5:00 PM	Peer-to-Peer Roundtable	Making Connections with Suppliers (VP Brownell)	Tools to Track Social Media Integration in a Mailing Campaign	Keys to Maximizing Your Effectiveness	The Sleeping Giant Has Awakened: The Rise of Direct Mail in a Digital Era	PostalPro	Mailing at the US Postal Service Marketing Mail NonProfit Prices	New Mail Entry Technologies: What's in it For Mail Owners	Informed Delivery Developer Webtools and Informed Delivery Tool kit	Electronic Package Verification - Understanding Your Data and the Reports	
5:00 PM - 6:30 PM		Exhibitors' Reception - Exhibit Hall									

National Postal Forum - Baltimore, MD

May 21-24, 2017

Wednesday - May 24

ROOM	Jr. ballroom	336	337	338	339	340	343	344	345	346
PERIOD 15 8:00 AM - 9:00 AM		Informed Customer Experience (VP Monteith)	Putting the Data in Data-Driven Direct Mail	How Can Ad Agencies Leverage Direct Mail More Effectively?	Leading During Times of Change	Synchronizing Marketing and Operations With the Customer Journey	Optimizing the Returns Process with Scan Weigh and Pay	Enhancing Your Printed Material with Interactive Digital Content	Policy Geeks Unite	Best Practices in working with Your Creative Agency
9:00 AM - 12:00 PM	Exhibit Hall Open / Exclusive Exhibit Hall Time (Exhibit Hall Hours 9:00 AM - 12:00 PM)									
12:00 PM - 2:00 PM	Lunch with Guest Speaker - Ballroom									
PERIOD 16 2:00 PM - 3:00 PM		Cybersecurity: Empowering Mail in the Digital Marketplace (VP Crabb)	US Postal Service Mailer Scorecards From a Mail Owner and Service Provider Perspective	The Customer Experience in an OmniChannel Environment	Better Direct Mail Creative Through HTML	Mentoring: Applying Learned Experience to Daily Business Life	Predictive and Prescriptive Analytics: How the US Postal Service is Using Advanced Analytics...	The Future of Package Delivery	Returned Mail Best Practices for Government Mailers	Informed Delivery and Driving Response: Tactical Tips for Industry Verticals
PERIOD 17 3:15 PM - 4:15 PM		Tuned In: The Brain's Response to Physical Advertising	Who can You Trust When Outsourcing Your Print Production? What Makes a Great Partner?	Leveraging 2017 Price Changes to Maximize Benefits Through Supply Chain Solutions	How to Incorporate the US Postal Service Into Your Carrier Mix	Finding the Answer	The Future of the Logistics Industry and the Implications for the Postal Community	How Ad Agencies and Marketers Can Make Their Multi-Channel Campaigns Stand Out	What's a Well Designed Mailpiece? Maximize Complementary Design and Message with...	Cross Platform Attribution
PERIOD 18 4:30 PM - 5:30 PM										
7:00 PM - 10:00 PM	Closing Event - Baltimore Ravens Stadium									

LEGEND

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