

National Postal Forum - Indianapolis, IN

May 5 - 8, 2019 (subject to change)

Sunday - May 5

ROOM	Jr. Ballroom	133	134	135	136	137	138	139	140	141
PERIOD 1 9:00 AM - 10:00 AM	National Meeting of Areas Inspiring Mail (Starts at 8:30 am)		From Stress to Success	Package Trackology 101	Delivery Partner Program: Scanning for Your Customers and You	Informed Visibility - How Did We Get Here, Why Did We Get Here and Where are We Going?	How to Better Yourself for Promotional Opportunities Within the Mailing Industry	Seamless Acceptance - Why it Works for You	Augmented Reality to Opportunities to Increase Your Response Rate	
PERIOD 2 10:15 AM - 11:15 AM	PCC Opening Session		WILDS: The Future of Blockchain in Trade and Logistics	A Deeper Dive into Mail Quality Data Through Informed Visibility		Give Them What They're Asking For: What Marketers Want From Mail	The Rise of On-Demand Delivery and the Last Mile of the Future	First-Class Mail - The Personal Touch	Mailing and Shipping Solutions Center	
PERIOD 3 11:30 AM - 12:30 PM	PCC Opening Session (ends at 11:45 am)		Reaching Your Target Audience From Lists to Look-Alike Models	Informed Delivery: How to Conduct Interactive Campaigns		Navigating the Postal Landscape	The Strategy and Tactics of a Winning Informed Delivery Campaign - Creating and Measuring Success	The Voice Assistant: A New Addition to the Inbound Mail Center?	Innovate International Distribution Strategies to Control Costs & Generate Growth	Federal Registry Notices - The Process and Responsibilities
12:30 PM - 1:30 PM	Lunch on the Go - Indiana Convention Center									
PERIOD 4 1:30 PM - 2:30 PM			PCC Session	Power of Visualization and Data Stories	Orientation Session	Address Quality Best Practices - One Size Does Not Fit All	Driving Efficiencies in eCommerce	Using Informed Delivery to Enhance Your Next Omnichannel Campaign	In the Know: Stay Informed with Postal and Industry Resources	Quantifying the Value of Mail in an Omni-Channel Marketplace
PERIOD 5 2:45 PM - 3:45 PM	Welcome to the Cyberhood: Please Won't You be My (Safe) Neighbor		PCC Session	Benefits of End-to-End Piece Visibility: Practical Application	Mail Operations for Beginners	What are the Latest Trends in eCommerce Fulfillment	The Postmaster General's Mailers' Technical Advisory Committee Update: What's on the Horizon	2019 USPS Mailing Promotions	How to Make Technology Work for Your Direct Mail	Enhancing the eCommerce Experience with USPS Technology
PERIOD 6 4:00 PM - 5:00 PM			PCC Session	Data Driven: The Key Attribute That Makes Mail a Viable Marketing Channel	Why Print is Still an Important Communication Tool	Developing Your Professional Persona - Tips and Tricks to Enhance Your Authentic Self	Data Visibility: The Key to Growing Your Business	International Addressing Requirements For Shipping Successfully to Foreign Customers	Open and Distribute: Getting Lightweight Packages to Your Customers Faster	Influence of Document Management in Today's (Digital) Mailroom
5:30 PM - 7:00 PM	Welcome and USPS Areas' Reception - JW Marriott									

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Monday - May 6

8:00 AM - 9:30 AM		PMG Keynote - JW Marriott								
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	133	134	135	136	137	138	139	140	141
PERIOD 7 11:00 AM - 12:00 PM	Innovating Today for Tomorrow's Customer	Why "New Mail" Is a Big Deal for Campaigns and Big Opportunity for you in 2020	What's In? What's Out: 10 Hotter and Newer Logistics Trends for 2019	Automated Returns: USPS Shipping Products and Returns Roadmap	Talent Management and the Art of Leadership	Boot Camp for Mail Center Managers Part 1	Informed Delivery Works for Marketers		Parcel Lockers: Designing a Holistic Solution to Manage the Lifecycle of Incoming Packages and Mail	Everything is Addressable
12:00 PM - 1:30 PM		Lunch - Exhibit Hall								
PERIOD 8 1:30 PM - 2:30 PM	What is New in Pricing and Product	Making Marketing Mail Work for You	Staying Alive	Manage and Pay for USPS Services Through a Single Account	Informed Visibility Simplified: Show How to Generate Intelligence From a One Time Download	The Returns Process: Enhancing the Customer Experience Workshop	Why Direct Mail Still Works	Gaining Maximum Productivity Based on Personality Type	Nuts and Bolts - The Application Process For Periodicals	Gaining a Competitive Advantage with Emerging USPS Global Solutions
PERIOD 9 2:45 PM - 3:45 PM	Tomorrow's Mailing and Shipping Solutions Today	You Don't Need to be a Supervisor to be a Leader	Delivering the Right Message to the Right Audience at the Right Time	The Complete Guide to Developing a Winning eCommerce Packaging!	Informed Delivery: Using and Understanding Data	Top 5 Factors Influencing Your International Mail Decisions	Informed Visibility - Real Scenarios - Real Results	Seamless Fulfillment: Winning the Fight for the Front Door	Hot Topics for Mail Owners	Business Customer Gateway (BCG) A New Look and Feel
PERIOD 10 4:00 PM - 5:00 PM	Utilizing Analytics to Drive Performance and Fuel Innovation	Package Platform/ Network Returns	Trade, Tariffs and Treaties: Impact on International Mail and Parcels in 2019 and Beyond	Keys to Maximizing Your Effectiveness	Press Play: The Postal Service's Gamified Approach to Cybersecurity Training	Emerging Technologies in the Mail	Adding Value, Services and Recognition to Your Campus Mail Center	Where's My Package? How Artificial Intelligence Can Help Improve the Customer Experience	Beat the Competition with Better Direct Mail Data	Digging for Diamonds...How to Unlock Hidden Gems in Your Data
5:30 PM - 7:30 PM		PCC Reception - Indiana State Museum								

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Tuesday - May 7

8:00 AM - 9:30 PM		General Session - JW Marriott									
ROOM	Jr. Ballroom	133	134	135	136	137	138	139	140	141	
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	Visualizing the End Journey of Mail and Packages Through the Operations Network	Coummunication is About Personality, Not Generational Differences	B2B Advertising - Cutting Through the Clutter Automatically	11 Tips for More Effective Direct Mail	Your Team Can Soar! Powerful Lessons to Help You Lead and Develop High Performing Teams!	Boot Camp for Mail Center Managers Part 2	IV On-The-Go: Intelligent Analytics Here, There, Everywhere	Hot Topics in Addressing: An Industry Perspective	Informed Delivery and Commingling: How to Make Everything Work as Intended	Evolution of Delivery: Accountable Item Barcode Tracking & Intelligent " Smart" Lockers	
12:00 PM - 1:30 PM											
PERIOD 12 1:30 PM - 2:30 PM	On the Road to Growth: First and Last Mile Paves the Way	Putting the Data Into Data-Driven Direct Marketing	Postmark: Danger	Cross-Border eCommerce Shopper Survey: Key Findings and Implications	Accurate Address Solutions	New Data: New Possibilities	Becoming Smarter at Managing Your Mail Center	Developing Cost Effective Mail Screening Protocols	8 Integration Technologies to Seamlessly Track Direct Mail Effectiveness and Enhance Results	Hazmat 101: Pub 52 - How to Safely Mail Hazardous Materials and Lithium Battery Mailing Standards	
PERIOD 13 2:45 PM - 3:45 PM	Transforming the Customer Experience at USPS	How "New Mail" Drives Action Across the Customer Journey	Latest and Greatest Improvemenets in the USPS Package Delivery Network	Partnering with Suppliers for Success	Mail Just Works: Learn Why and How it Remains Relevant	Informed Visibility and the Compliance Mailer	Learn How Smart Mail Centers Innovate and Implement Game Changing Solutions	Timing is Everything: How Marketing Mail Can Deliver Customers at Light Speed	An Integrated Supply Chain	How Direct Mail Can Raise \$1.5 Million for You and Your Organization	
PERIOD 14 4:00 PM - 5:00 PM	Peer to Peer Roundtables		Secrets From The Next Generation Campaign Award Winners	Informed Delivery: Advanced Campaign Creation Via PostalOne	When Dirty Data Gets You Down: Garbage In = Garbage Out	Demystifying International Shipping	Emerging Technologies - Why Should You Care?	The Last Mile: How to Make Informed Visibility Work for Your University	Embracing the "Weird and Wonderful" Possibilites of Mail to Drive OmniChannel Success	Avoiding Assesments with Scan Based QA	
5:00 PM - 6:30 PM		Exhibitors' Reception - Exhibit Hall									

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Wednesday - May 8

ROOM	Jr. Ballroom	133	134	135	136	137	138	139	140	141
PERIOD 15 8:00 AM - 9:00 AM			Going Where the Money Is - Selling Direct Mail to Digital Buyers	Mail Houses Taking Over the Shipping Industry	2D Barcodes: More Than Just a Pattern	Social Media: Protecting Your Professional Profile	Shipping, Returns, Refunds & Claims Made Easy	USPS Special Services: Adding Value to Letters, Flats and Packages	How Geospatial Technology Revolutionized Postal Operations	Undeliverable as Addressed Mail Processing Methods
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 - JW Marriott Ballroom									
2:00 PM - 4:30 PM		Special	First	Time	Sessions	Unique	Education!	Stay	Tuned!	
7:00 PM - 10:00 PM	Closing Event - Dallara IndyCar Factory									

LEGEND

eCommerce: Steps to Shipping Success
Informed Visibility: Real Time, Real Data
Leadership and Professional Development
Mail Operations: Fulfilling the Needs of Your Customers
Pushing the Envelope: Why Mail Works
The Evolution of Delivery: From Mailbox to Mail "Inbox"

updated 03/7/19