

United States Postal Service®

INDUSTRYALERT

National Postal Forum Program Highlights

WASHINGTON - Innovations in the mail, changing customer expectations, and how the Postal Service is empowering the industry in the marketplace are some of the key topics that will be discussed at the National Postal Forum, Nashville, TN, March 20 – March 23, 2016.

Postmaster General and Chief Executive Officer Megan J. Brennan will outline the impact of technology on the mail and the USPS response during her keynote address Monday, March 21, while Chief Marketing and Sales Officer Jim Cochrane will discuss marketing issues with Mark White, Chief Technology Officer with Deloitte Global Consulting Technology and Harris Diamond, Chairman and CEO of McCann Worldgroup during Tuesday's, March 22, general session.

The National Postal Forum is an annual gathering of influential thought leaders, marketers and mailing experts who gather annually to share information and attend a variety of educational workshops.

Other program highlights include the Sunday National Meeting of Area Focus Group sessions where USPS Chief Operating Officer Dave Williams leads a discussion with the industry on service, informed visibility and what's in store for this year's political and election mail. Another key highlight is the Sunday Postal Customer Council (PCC) Opening Session where USPS Vice President Jim Nemec leads the conversation about how to grow your local PCC and shares insights on best communication, membership and education practices.

In addition to 120 plus workshops ranging from mail operation basics to customer acquisition strategies, the NPF also features the following USPS officer-led sessions.

- Ed Phelan, VP Delivery Operations & Cliff Rucker, VP Sales: *Postal Innovations in Delivery and Sales*
- Pritha Mehra - VP Mail Entry & Payment Technology: *Simplifying the Commercial Mailing Experience*
- Gary Reblin – VP, New Products and Innovations, “*Irresistible Mail: Where Paper and Pixels Converge*”
- Guy Cottrell, Chief Postal Inspector, *Staying Alive: at Home and at Work!*
- Giselle Valera, VP, Global Business, *Shipping Solutions and Simplification for International Mailers*
- Robert Cintron, VP Enterprise Analytics, *Data Insights and Analytics: An Informed Approach to Mail and Package Visibility*
- Greg Crabb, (A) VP, Chief Information Security Officer and Digital Solutions, *CyberSafe*

On Wednesday, join motivational speaker and Olympic Gold Medalist Scott Hamilton as he talks about what he has learned from the history-makers, the underdogs, and the crowd favorites from several Winter Olympic Games.

Registration for the National Postal Forum is available now at NPF.Org.

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