

United States Postal Service®

# INDUSTRYALERT

## The Importance of Election and Political Mail

### Highlights at 2016 National Postal Forum Nashville

With 2016 being an election year and with mail playing an increasingly important role each year in helping both Election Officials and those involved with political campaigns achieve their respective objectives, the Postal Service is reaching out to the mailing industry to ensure all are aware of the significant educational opportunities being offered at the upcoming National Postal Forum (NPF) – the largest event of the year for the mailing industry – this year being held at the Gaylord Opryland Convention Center in Nashville, TN from March 20 – 23. It is especially important for Mail Service Providers who work with these officials and actually prepare the mail to take advantage of this opportunity.

The following are highlights of NPF sessions designed specifically to benefit election officials and those involved in the political process so important to the American democratic process:

#### **National Meeting of Mailing Industry Area Focus Groups:**

Sunday, March 20 at 9:00 am – 10:30 am Governors Ballroom A / E

Session is led by the Postal Service's Chief Operating Officer Dave Williams and includes a special panel discussion with USPS Executive Director Brand Marketing Chris Karpenko and USPS HQ Processing Operations Manager Isaac Cronkhite who provide insights into how mail's increasingly technological sophistication can now provide political campaigns with new tools to achieve greater effectiveness in the marketing mix while also providing an overview of the USPS Operations and Mail Processing Strategies and Service Performance commitments regarding both political and election mail.

#### **Opening General Session:**

Monday, March 21 at 8:00 am – 9:30 am in Delta Ballroom

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.

#### **Peer to Peer Roundtables for both Election Mail and Political Mail:**

Monday, March 21 at 4:00 pm – 5:00 pm in Governors Ballroom B

Networking opportunity with a purpose – to share best practices with peers and be able to ask questions of experts in a small group setting. Steve Monteith, USPS Executive Director – Product will anchor the Election Mail table and Elena Neely, USPS Executive Lead Mailing Services for Political Mail – will facilitate at the Political Mail table. Isaac Cronkhite, USPS HQ Manager, Processing Operations responsible for Election Mail and Political Mail will also be there.

#### **Political and Election Mail Workshop:**

Tuesday, March 22 from 11 am – 12 noon in Bayou D

Experts will delve into more detail regarding USPS Operations and Mail Processing strategies and service performance commitments regarding Political and Election Mail, Absentee Ballots, Military & Overseas commitments, outreach to State and Local Election Boards, and our Internal Political / Election Mail compliance and communications strategies.

#### **Political Mail Workshop**

Wednesday, March 23 from 3:15 pm – 4:15 pm in Bayou C

More experts will review the latest trends and provide insights to leverage where and how mail can best play a role in political campaigns. They will show how increasing visibility on mail can help make timely business decisions and adjust other media channels to amplify its effectiveness.

In addition to the above sessions there are 120 plus workshops in total from which to learn and grow both professionally and personally, the industry's largest Exhibit Hall featuring the latest innovations and numerous networking opportunities. Finally, the inspiring guest speaker Olympic Gold Medalist Scott Hamilton will anchor the Wednesday luncheon and there is a special closing event that evening. The NPF link below provides detailed information and makes it easy to register.

[Click Here to Register for the NPF](#)

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