

NPF WORKSHOP DAILY SCHEDULE

SUNDAY

TIME & PERIOD	MARYLAND A	CHESAPEAKE 3	CHESAPEAKE A	CHESAPEAKE 6	CHESAPEAKE D	NATL HARBOR 2	NATL HARBOR 3	NATL HARBOR 10	NATL HARBOR 11
9:00 AM -10:00 AM	National Meeting of Area Focus Groups	Data, Diagnostics, Dependability and Delivery	Digital-Postal Integration: The Outrageous Promise of Augmented Reality	Sustainability in Today's Market	It Starts with Data, then Comes Analytics	Mail.dat and eDoc: Electronic Mailing Information	Effective Leadership Skills and the Role of Mentor	Writing a Request for Proposal (RFP) and Evaluating Responses for Mail Center Automation	Last Mile Innovation
10:15 AM -11:15 AM	National Meeting of Area Focus Groups	NPF ORIENTATION SESSION	Increasing Direct Mail Conversion Rates through Augmented Reality	The ROI of Great Address Quality	Direct Mail that Makes Cents!	Gaining Efficiencies in Drop Shipped Mailings		Embracing Change for Survival and Success	NACUMS and MTAC Becoming Stronger Together
11:30 AM -12:30 PM	LUNCH ON THE GO								
12:30 PM - 1:30 PM	PCC OPENING SESSION	Discover the Value of Intelligent Mail Package Barcodes (IMpb)	Postal Explorer: Business Tools to Deliver Success	Addressing ROI, Understanding the Total Cost	Cross Media: Constructing an Effective Campaign	Sustainability Role in Brand Strategy at USPS and Other Companies	Mail Center: Easiest Entry Portal For Terrorism: Are You Prepared?	Leveling the e-Commerce Paying Field: How Shippers use USPS Technology to Compete	Top Ten ways to Save \$ in Mail Center Operations
1:45 PM - 2:45 PM	Mailing Innovation USPS Officer Led Session	Bootcamp for Mail Center Managers Part I	Dynamics and Strategies of Women in Leadership Capacities	Business Impact of Unique Addresses and Changing Regulations	Direct Mail + Google = Your Best Revenue Year EVER	Harness Personalization in Print to Elevate ROI in Your Advertising Mail		Award Winning PCC Communication Strategies	USPS Flats Strategy for the Future
3:00 PM - 4:00 PM	Mailing Innovation USPS Officer Led Session	Enhancing Direct Mail Through Full-Service IMb Data	2014 Mailing Promotions	Making Exact Change: Address Quality Management In Elections	USPS Blue Earth™ - Federal Recycling Program	The Mail Psyche: How to Get Along with the Mail in Your Corporation		International Mail for Students and Faculty	Full-Service: Lessons Learned from January to Prepare for July
4:15 PM - 5:15 PM		Revolutionizing the Preparation of COD, Certified and Registered Mail	Integrating Technology in a Marketing Campaign	Putting Passion Into Your (Mail) Job	3 Action Plans for Successful Nonprofit Mailings	Return to Sender: Minimizing the Cost and Effort of Package Returns	Insource or Outsource? That is the Question	Maximize USPS Priority Mail Benefits by Choosing the Right Box!	Postal Supply Chain Efficiencies
5:30 PM - 7:00 PM	WELCOME AND AREAS' RECEPTION								

MONDAY

8:00 AM - 9:30 AM	PMG KEYNOTE - POTOMAC BALLROOM								
9:30 AM -11:00 AM	EXHIBIT HALL OPENS / EXCLUSIVE EXHIBIT HALL TIME (EXHIBIT HALL HOURS 9:30 AM - 4:00PM)								
11:00 AM -12:00 PM	The Age of Innovation USPS Officer Led Session		Getting an ROI From Your PCC	Public Speaking and Powerful Presentations	Integrated Marketing-How to Boost the Response Rates of a Typical Mail Campaign	Value of Associations to Publishers and Printers	Full-Service for New Users	Outsource Your Operations to the Cloud	NCOALink® vs. ACS™ - Which is the Best?
12:00 PM - 1:30 PM	LUNCH IN EXHIBIT HALL								
1:30 PM - 2:30 PM	Protect Your Business and Your Children from Online Predators USPS Officer Led Session	Mailpiece Tracking Tips and Tricks - Beyond Operations	First Class Mail-How to Get the Most For Your Money	Leadership Essentials	Mail Meets Mobile Technology	Self-Mailer Show and Tell - Keys to Effective Folded Self-Mailer Design	Recent History, Current Strategy, and the Future of the Mailing Industry	Bootcamp for Mail Center Managers Part II	Managing UAA Mail from All Aspects
2:45 PM - 3:45 PM	Business Intelligence Platform: Enhancing the Value of Mail and Packages USPS Officer Led Session	Reaping the Full Benefits from Full-Service	Looking Beyond the QR Codes with e-Mobile Triggers	Enhancing Mail Center Revenues for Colleges and Universities	USPS Blue Earth™ - Secure Destruction	RFM: A Cool Tool for Simple Analytics	Managing an Outsourced Mail Operation	Effective Postal Customer Council Program Management	Every Door Direct
4:00 PM - 5:00 PM		Mailing Industry Certifications & Training Opportunities	Succession Planning for Mail Center Managers	Mailing At Nonprofit Prices	Global eCommerce	How Mail Can Out-Perform Online Marketing	Emerging Trends in the Postal Sector	The Business Customer Gateway Made Easy	Thinking Inside the Box-Creative Event Planning Strategies for PCCs

TUESDAY

8:00 AM - 9:00 AM	Peer-to-Peer Roundtables	When Generations Collide-A "New" Diversity Issue	Key to Your Data Needs: MIDs and CRIDs	Mail Meets the Web - Keeping Mail Relevant in an Online World	ROI is Your Tool to Show the Value You Offer-but it is More Than Telling Them the Response Rate!	Using Mail Tracking and Reporting Effectively and Efficiently	Mail Workflow: Automating Your Way to Lower Costs and Improved Quality	Who Protects Your Mail? Postal Inspectors - the Postal Service's Best-Kept Secret!	
9:30 AM -11:00 AM	EXHIBIT HALL OPEN / EXCLUSIVE EXHIBIT HALL TIME (EXHIBIT HALL HOURS 9:30 AM - 2:00 PM AND 5:00 PM - 6:30 PM)								
11:00 AM -12:00 PM	Keeping it Simple: ACS™ Services – It's All in the Service Type ID	Successful Communications Strategies for Real Life Use!	Intelligent Mail Barcodes and Placard Solutions	USPS Confronts Climate Change - as a Business Resiliency Issue	How to Maximize the Value of Mail thru Best Practices		Lowering The Costs of Your Mail Center Operations	Postal Service Shipping Developments in a Changing Market Environment	Mailpiece Design Professional
12:00 PM - 1:30 PM	LUNCH IN EXHIBIT HALL								
1:30 PM - 2:30 PM	Seamless Entry for Packages: Electronic Verification (eVS)	Your Software is Talking, Are You Listening?	The Publisher/Printer Relationship: But Will You Love Me Tomorrow?	Managing Up!	Colleges and Universities - CPU's	Getting Connected with the USPS	Using Technology to Meet the Shipping Needs of eCommerce Businesses	Social Engineering: The Human Element - How Does Social Engineering Work and to What Purpose	Mailpiece Design Professional
2:45 PM - 3:45 PM		Breaking Myths on the Path to Innovation	Everything You Wanted to Know About Periodicals but Were Afraid to Ask	Colleges and University Addressing: Issues and Opportunites	MTAC - Overview and Activities Update	Support Solutions for Mailpiece Design and the ABRM Tool	Postal Changes Affecting Nonprofit Mailers	Quality Control in Mail Center Operations	Mailpiece Design Professional
4:00 PM - 5:00 PM	Why I Like you...Why I Don't	Designing your Mail Center for Maximum Performance	Using Digital Strategies to Target Millennials and Create Customers For Life	How Franchises use EDDM to Launch and Grow Local Sales		Accessing and Understanding Mail Quality Reporting	Global 101 - Nuts and Bolts of USPS International Mailing	Webinars for PCC Education	The Benefit of Using Direct Mail as Part of Political Messaging
5:00 PM - 6:30 PM	EXHIBITORS' RECEPTION IN EXHIBIT HALL								

WEDNESDAY

8:00 AM - 9:00 AM		What's Your Direct Mail Marketing ROI?	eInduction - the Innovative Paperless Way to Induct Your Mail	Using On-Demand Websites to Drive Businesses to Use the Mail as an Effective Advertising Channel	How to Design and Implement a Successful Mail Campaign or How to Find that Innovative Mailpiece	How to Implement a Digital Mail Center for a Large Federal Agency	How Do You Spell SUCCESS in these Economic Times	Assessing your Mail Operations: How Do You Stack up Against the Industry?	Mailpiece Design Professional
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	POTOMAC BALLROOM PARTNERSHIP RECOGNITION LUNCH WITH JAMES BRADLEY								
2:00 PM - 3:00 PM		Using Barcode Tracking Software to Ensure Mailroom Security		Untold Stories	Mail that Matters: Maximize Your Budget without Minimizing Your Message	USPS Data: How Do I Use it to Manage My Business and What if I Don't?	Embracing Customer Satisfaction for Improved Service and Efficiency	What is New for Federal Government Mail in 2014?	Mailpiece Design Professional
3:15 PM - 4:15 PM		How Nonprofits can Mail Smarter amidst Rising Costs	Educating the Educators	What's Your In-Home Strategy?	USPS.com - Bringing the Post Office to Your Office	Demystifying UAA - Where Did it Come From? How Can we Fix it?	Exploring Federal Mail Management Policies and Regulations	Mining Postal Resources - Getting the Most out of Postal Resources on the Web	Mailpiece Design Professional
4:30 PM - 5:30 PM		Full-Service Intelligent Mail® Made Easy for First-Class™ Transactional Mailers		What is Green House Gas and Sustainability Reporting and How Can Your Company Use it?	How to Reduce Costs in Returned Mail	How to Understand and Reduce Stress		Simplified Mail Accountability Reporting Tool	Mailpiece Design Professional
7:00 PM -10:00 PM	CLOSING EVENT FEATURING AMERICA								

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Professional Development

Preparation and Support

Specialized

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