

# National Postal Forum (NPF)

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## Recommended Sessions



# NPF – Recommended Sessions

## **Building a Winning Multi-Channel Campaign**

Date: Mar 20 11:30 AM - 12:30 PM

Location: Bayou B

Presenter: David Lewis

Track: Customer Acquisition and Loyalty

Sub-Track: Innovation and Technology

### Description

Building a successful multi-channel campaign and a successful direct mail campaign have a lot in common. They both include a compelling offer, solid creative, the right list, and a strong call to action. Crafting a multi-channel campaign brings in a whole new set of challenges, from creativity to timing issues. In this workshop, we will walk through creating a multi-channel marketing campaign, starting with developing the offer and mailpiece, through how to create the right landing page, creating links, PURLs, QR codes and other tactical elements. Upon conclusion, participants will be ready to create their own multi-channel campaign.



# NPF – Recommended Sessions

## **IMb Tracing Can Tell You More than Delivery Status**

Date: Mar 20 11:30 AM - 12:30 PM

Location: Canal E

Presenter: Trista Niswander, Steve Smith

Track: Mail Operations

Sub-Track: Business Intelligence Data

### Description

Have you ever wondered what all the processing scans reported on IMb Tracing actually mean? Is there more intelligence in these reports than just delivery status? Learn what IMb Tracing can tell you about your mailpiece design, or how it can be used to uncover pinch points in USPS processing. In this workshop, find out what IMb Tracing intelligence can do for you.



# NPF – Recommended Sessions

## **Mail Tracking and Reporting: The Next Customer Expectation**

Date: Mar 20 11:30 AM - 12:30 PM

Location: Bayou D

Presenter: Mark Rheume

Track: Mail Operations

Sub-Track: Mail Center Manager

### Description

The USPS is moving quickly to collect and generate more information regarding mail processing and delivery. In August of 2015 they began scanning mail delivery to the mail box for letter-sized pieces in a “pilot” environment. Everyone in the industry must be aware of these developments and learn how to leverage this data to its fullest extent to remain relevant as a vendor. Customers will expect piece-level visibility and reporting as a standard and mailers must reciprocate. This data will add relevance to mail and reinforce its value as a communication, marketing and sales tool.



# NPF – Recommended Sessions

## **Shipping Products with USPS Visibility**

Date: Mar 20 11:30 AM - 12:30 PM

Location: Canal A

Presenter: Karen Key, Juliann Hess

Track: Mail Operations

Sub-Track: Shipping and Packaging

### Description

Are you looking for tips and tricks on making the transformation from paper to electronic in a world of Scorecards and invoices? A panel including various supply chain professionals will share the challenges they have overcome to prepare for new Mail Entry and Payment Technologies. Connect the dots and learn how these veterans are navigating this new electronic frontier for mail quality, and hear about the benefits they are experiencing. With this transformation in place, workshop participants can expect to uncover lessons learned, along with predictions on where the panel envisions programs impacting USPS data, industry visibility, costs, work-sharing and postal rates.



# NPF – Recommended Sessions

## **Getting the Most From Online Postal Resources**

Date: Mar 20 4:00 PM - 5:00 PM

Location: Bayou C

Presenter: Lisa Bowes

Track: Management and Professional Development

Sub-Track: Mail Center Manager

### Description

This workshop will take an in-depth look at many of the best postal resources available on the Internet. We will navigate Postal Explorer, including regulations and guides with tips on how to find information easily. We'll highlight resources available from the Office of Inspector General and the Postal Regulatory Commission. We'll also examine the multitude of resources, guides, and other information accessible at the USPS RIBBS website. Take advantage of what's available online. This workshop shows you how!



# NPF – Recommended Sessions

## **Planning In-Home Delivery: Using Data to Manage Service**

Date: Mar 21 1:30 PM - 2:30 PM

Location: Bayou C

Presenter: Kurt Ruppel, Bob Rosser

Track: Mail Operations

Sub-Track: Business Intelligence Data

### Description

As mail becomes an even bigger player in multi-channel marketing campaigns, marketers need to better predict when their mailpiece will be in the hands of prospects and customers. At the same time, postal operations are rapidly evolving through initiatives such as the Operation Window Change (OWC). How can you use existing tools to fine-tune your in-home date? In this workshop, you'll learn best practices for achieving your in-home targets and how to leverage available data to ensure direct mail fits seamlessly into your multi-channel strategy.



# NPF – Recommended Sessions

## **Exploring the Power of Mail Visibility**

Date: Mar 22 2:45 PM - 3:45 PM

Location: Bayou E

Presenter: Steve Dearing

Track: Customer Acquisition and Loyalty

Sub-Track: Data Analytics

### Description

The Postal Service is entering a new world where access to real-time information is changing the way we do business and helping us to better meet the mailing industry's visibility needs. New technologies enhance the way we collect information, store and report data, and provide end-to-end visibility for the mail. We are leveraging technology to increase mail visibility and identify service gaps leading to improved service performance and reliability, providing greater customer insights and value to the mailing industry. Join us as we explore the latest enhancements in scanning and reporting through Informed Visibility. Experience the power of IV!



# NPF – Recommended Sessions

## **First-Class Mailers – Visibility Tools You Need to Succeed in a Regulated Environment**

Date: Mar 22 4:00 PM - 5:00 PM

Location: Bayou C

Presenter: Judy Kalus

Track: Mail Operations

Sub-Track: Business Intelligence Data

### Description

For many transactional First-Class mailers, the costs and challenges of dealing with compliance requirements are significant. This is especially true in highly-regulated industries including healthcare, insurance and finance. Many mailers are not aware of the benefits of USPS services. The use of Intelligent Mail allows mailers to meet regulatory requirements, provide accurate accountability of each mailpiece, and reduce the overall cost of compliance. In this workshop, learn about Intelligent Mail and the many USPS tools that are available today, and which industries are likely to benefit the most.



# NPF – Recommended Sessions

## **Intelligent Mail package barcode (Impb) Visibility With A Purpose**

Date: Mar 23 8:00 AM - 9:00 AM

Location: Bayou E

Presenter: Juliann Hess

Track: Customer Acquisition and Loyalty

Sub-Track: Innovation and Technology

### Description

Learn how tracking your packages throughout the USPS network from inception to final destination increases your customer's satisfaction.

Everything you need to know about the next generation tracking barcode, its quality requirements, and the critical bridge between physical packages and digital information required to enable world-class services.