



Feedback from 2016 PCC Week Cafe

September 28, 2016

The PCC Advisory Committee Communication Subcommittee hosted a Customer Café on September 28, 2016 to obtain feedback from PCCs regarding their PCC Week events. During the call PCCs shared what they did for PCC Week and provided feedback on their Headquarter assigned speakers, the PowerPoint presentation and the Postmaster General video. Please see below for a summary of the call.

PCC Events Overview

- Mid/West Michigan – 100 attendees, joint event, technical difficulties w/ video, 6 vendors, event held at Golf & Bowling Alley
- St. Louis – 100 attendees, attendees loved the venue- City Museum, only issue was some speakers took less time and had to stall because lunch wasn't ready but it was a good chance to add in networking during delay
- Colorado/Wyoming – wonderful and outstanding event
- Peoria – 50 attendees (a little lower than expected), video and speaker were outstanding
- Philadelphia/Southeastern/Jersey – 100 attendees, held event at P&DC, augmented reality component, spoke about mailer scorecard, motivational speaker, created a loop video with business logos and past event pictures, took advantage of "tune in to" theme, raffled off centerpieces
- Buffalo/Niagara – 60 attendees/ 25 industry
- Central Virginia – 50 attendees, hosted event at industry member's location
- Fairfield County/New Haven – 90 attendees/60% industry, attendance was up this year, played an ice-breaker game (Cahoots), held event at Uncle Buck Fish Bowl and Grill (part of Bass Pro Shop), held workshops on PostalPro, Seamless Acceptance and Mailer Scorecard
- Baltimore – 120 attendees, NPF designee was present, held event at an industry member's business and toured their mail room, "Value of PCC Membership" workshop, award ceremony
- Detroit – 90 attendees, 7 vendors
- Greater New York – 80 attendees, 4 vendors, held 2 workshops, great speaker
- Memphis – 50 attendees, held event at Memphis Communications, presented "Value of the PCC" workshop, speaker was really good

- Broward County – 80 attendees, event held at Fort Lauderdale Post Office, great speaker
- Northern California – 150 attendees/30% postal and 70% industry, joint event w/ 5 PCCs, attendance down from last year, 6 workshops, 12 vendors, held event at Marriott Courtyard
- Northeast Florida – 120-130 attendees, held event at Dave & Busters, they gave away a vinyl record player as raffle taking advantage of “tune in to” theme
- Nashville – 40 attendees, event held at Nashville P&DC
- Sioux Falls – mini expo, 3 postal speakers, mail piece design and EDDM workshops
- Houston – great speakers, “Political Mail” workshop

Thoughts on the PowerPoint

- Too long/too many slides, make it more interactive, include an ice-breaker
- Industry members not interested in financials/info overload/not the right forum for state of the USPS
- Change it up next year by having an overview of USPS but have keynote speakers talk about their functional area
- What you want to see next year – how postal can help industry market business better and how Direct Mail stacks up vs. other advertising media

Thoughts on PMG video

- Video was great, liked the “Meet the Press” format
- Video seemed a little long
- Liked the testimonials, want to see more recognition for the PCCs coming from the PMG
- Content seems similar/repetitive to prior years PCC Week message

Suggestions for next year

- Send out theme for PCC Week sooner, and let PCCs know what subject matter will be to better promote event
- Have the PMG do an augmented reality mailpiece inviting attendees to PCC events across the nation
- Don't send out last minute changes to PowerPoint slides – looks unprepared

- Find out speakers earlier
- Have speakers provide bio beforehand and share presentation preferences (microphone, lavalier)
- Have speakers stay for entire event and not leave right after presentation, “it’s like groundhogs day – they pop out of the ground once a year and don’t hear from them again”
- Poor communication on professional certificates, improve next year

Best Practices

- Have raffle at end of day and require attendees to be present to win, will keep attendees at event for the whole day
- Raffle off centerpieces
- Ask your caterer if they are willing to donate a door prize
- Greater New York created a sign-up process through their website
- Include ice breakers, have a roundtable and everyone at table tells who they are, what they do and why you should care
- Have your upcoming yearly PCC calendar/schedule available at PCC Week event
- Have event at vendor location and tour facility
- USPS plant tour after PCC event
- Change event venue every couple years
- Have event at non postal location and provide better food – perceived value

If there are other topics that you wish the PCCAC Communication Subcommittee would consider, please send your requests to pccfeedback@usps.gov.

Thank you for your participation. It **DOES** make a difference!