



Summary of PCC Policy Administration Cafe

February 24, 2016

Discussion Question: How do you get your speakers (for events, programs, etc.)?

- Use local postal pool
- Get sponsors to pay speakers' travel expenses (outside PCC involvement)
- No budget, so ask membership or local speakers (Postal and Industry)
- "Recycle" PCC speakers from throughout the region
- Make sure you have one subject; two perspectives, since postal and industry together add legitimacy to the event
- Ask members what they want to learn about, and ask for suggestions on subject matter experts they would like to see.
- Use local (= less expensive) experts, like postal inspectors, post masters, local authors or others for motivational/cultural programs
- Exchange speakers with other organizations (like EPICOMM, DMA, Printers Guild)
- Use Board members and sponsors who are Subject Matter Experts (SME) as long as they talk about the topic, and don't self-promote
- Use local testimonials (Subway guy who gained sales as a result of EDDM)
- **Use the Speaker's Bureau, (recently re-established) on RIBBS to get speakers from the National Postal Forum (both postal and industry volunteers)**
- **Work with HQ to bring in national speakers for larger events**
- **New guidelines are being put together on how to "pay" for speakers and speaker expenses (available after the Forum)**
- Concern: Relevant local topic that hasn't been "done to death" by national webinars (*Solution: "host" national webinars as part of your meeting, and add a local component (facility tour/SME discussion afterwards?) to bring people onsite.*)
- Concern: Local resources who aren't good speakers (*Solution: Offer Speaker training at an event, so more people can become resources.*)
- Concern: Niche topics are important, but limit attendance (*Solution: Host multiple niche topics in round table discussions.*)

Discussion Question: How do you promote your events?

- Send email and mailings out to PCC membership (and prospect) lists
- Send specific mailings/emailings to large companies on important topics they would enjoy
- Rent program-specific lists
- Join other organizations (like Chambers of Commerce and Visitors' Bureau)
- Place notices in association bulletins, newsletters, newspapers, business journals, schools, etc.
- Use Postal people (give fliers to BSN, Sales reps, BMEU, Postmasters)
- Put flyers in PO lobbies, BMEU (include membership packages, too)
- Use EDDM for home-office mailing programs
- Send out high density mailings within specific business routes
- **Use USPS Postal Research Library (through USPS Postal Coordinator) to identify businesses by zip code)**
- Concern: Keeping lists clean (*Solution #1: Add "And/Or Mailing Professional" to contact names; Solution #2: Collect business cards through raffles, to update information; Solution #3: Have*

specific person – postal or industry – responsible for all maintenance, including bounce backs, CASS, NCOALink, adding and changing information; Solution #4: Use IMsB for updates)

- Concern: Confusion on what and how to social media to promote PCC programs and activities – besides websites and email blasts (*Solution #1: LinkedIn will be open to all PCC members in the coming weeks. Detailed information will be coming; Solution #2: For major events, the #USPS twitter account is available to promote your event. Contact Area Marketing Managers for more information.*)
- Concern: Cost of Association Membership, like Chambers of Commerce (*Solution: Have PCCAC investigate “group” rates at a national level.*)
- Concern: Lack of Postal support (*Solution: New commitment within Senior Leadership, from PMG down, to support PCCs through all channels of the organization, including Sales, BSNs, District Managers, BMEUs, and Postmasters.*)
- Concern: Not reaching younger mailers (*Solution #1: PCCAC should identify and develop working relationships with appropriate groups, for starters. Solution #2: Since the USPS uses a YouTube channel, begin to publicize its content and use through the PCC and other groups.*)
- Concern: Would like to have National PCC database robust enough to send out national “PCC news” so that local PCCs can focus on their own local and regional programs and events. Right now, there is some cross-over. (*Solution: PCCAC will launch major push at the Forum to get all PCC members to sign up for the National PCC database. Local PCCs can help by continuing the push to all their members.*)

The PCCAC asked for feedback on some “next steps” that we should take, regarding policy and administration. We heard the following concerns/ideas that we will discuss further as a result of these Cafes:

- Get LinkedIn information out to all members as soon as possible.
- Communicate the best place to get Speakers Bureau information on RIBBS.
- Disseminate specific steps needed when bringing in (paid) speakers and/or paying speakers’ fees.
- Begin conversation on the availability of group rates for PCCs with the National Chamber of Commerce (and other groups?)
- Continue push for National PCC database enrollment.
- Identify ways to engage young mailers at a national level, so they can become local PCC members.
- Clarify how PCCs can work with other groups and organizations for mutual success.

If there are other topics that you wish the PCCAC Policy Administration Committee to look at, please send your requests directly to Ellie Alexander at eaalexander@dstsystems.com

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

PCCAC Policy Administration Subcommittee