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May 17, 2022

Rapid Learning Workshop Direct Effect - Ambassador Program

Please join the National PCC Programming Office on **Thursday, May 26, 2022, at 2:00 PM ET** for a *Rapid Learning* workshop about the *Direct Effect Ambassador Program*.

Glen Swyers, Director of Marketing Integration at The Imagine Group, will share information about how the Postal Service Academic Outreach team partnered with PCCs to create the Direct Effect Ambassador Program. He will also discuss the roles of the ambassadors and the role of Direct Mail in the modern marketing environment.

You have asked, *How I can impact the next generation of direct marketing professionals?* Join this workshop and you will get your answer.

You don't want to miss this presentation.

[Join Zoom Meeting](#)

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