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March 15, 2024

# 2024 National Postal Forum Certification Courses

## Earn an Official USPS Certification!

The National Postal Forum (NPF) 2024 Certification Program offers an exclusive opportunity for attendees to increase their professional skill set and commitment to ongoing education.

In cooperation with USPS, the NPF is offering attendees three specialized training courses: Mail Design Professional (MDP), Direct Mail Marketing, and Mail Center Manager Course.

To acknowledge accomplishment, NPF and the USPS will issue official certification to attendees that satisfy the minimum requirement for each course. Through a partnership with Credly, a digital credentials company, attendees will receive a digital badge to share across their online profiles, such as LinkedIn.

### Mail Design Professional (MDP) Course



Design is important to catch your customer's eye. For the best prices on direct mail postage, you need to design your piece with care so it can qualify for automation discounts. Learn the ins and outs of shape, address placement, and mail markings. The \$95 exam fee has been waived. Pre-registration is required, including a \$49 processing fee.

### The Direct Mail Marketing Course



This course will explore the customer journey and how you can tailor your direct mail to stand out amongst other messaging. In this course you will walk away with a certification that recognizes your understanding of the various inputs, tools, strategies, and mechanics of creating a successful direct mail campaign. To earn free certification, attendees must complete a minimum of 7 workshop courses that include The Direct Mail Marketing Course qualifying designation.

### Mail Center Manager Course



There are many different aspects to understand to become proficient in the mail management space. The Mail Center Manager Course will teach you the valuable skills needed to manage more effectively, boost productivity, and cut costs. Attend the following five workshops and earn official NPF Mail Center Manager certification.

In addition to the certification courses offered at NPF, a full registration affords you access to the Postmaster General's (PMG) Keynote Address, a Postal Executive Leadership General Session, over 100 workshops, a state-of-the-art Exhibit Hall, a PMG Town Hall, multiple networking events, and an awards luncheon.

For more information and to register for NPF, click this link: <u>NPF</u>. We look forward to seeing you in Indianapolis, Indiana, from June 2-5!

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Please visit us on the USPS <u>Industry Outreach/ USPS Corporate Affairs</u> website. Thank you for your support of the United States Postal Service. Industry Engagement & Outreach/USPS Corporate Affairs

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