

United States Postal Service®

INDUSTRY **ALERT**

April 18, 2019

NPF Registration Deadline Extended

The deadline to register for NPF has been extended to Monday, April 22. If you haven't registered for NPF please click here for more information: www.npf.org. Continue reading below for more NPF event details.

National Postal Forum (NPF) – Tuesday General Session Featuring Chief Customer and Marketing Officer (CCMO) Jakki Krage Strako

Join our new CCMO, Jakki Krage Strako, for her session, Exploring the Meaning of Connection in the Digital Age, at NPF in Indianapolis, IN. The session will be held in the Main Ballroom of the JW Marriott Hotel on Tuesday, May 7, 2019. The session starts at 8 a.m.

Jakki will be joined by thought provoking leaders to explore likely changes in the media and marketing landscape. They'll dive into some new roles for mail and shipping in the lives of consumers – to give the mailing industry a unique, competitive edge.

Some of the industry leaders you'll hear from are;

- **Alison Sander**, Director of Boston Consulting Group (BCG's) Center for Sensing & Mining the Future, BCG
Alison leads BCG's Center for Sensing & Mining the Future, which tracks more than 100 megatrends that cut across the latest technological developments, demographic shifts, economic requirements, and consumer shifts—and helps clients find the next areas of growth.
- **Ivan Cash**, Founder of Cash Studios
Ivan Cash is an award-winning interactive artist and film director exploring the intersection of art, design, film, and technology. His work sparks cultural conversations, celebrates human connection, and inspires strangers to interact. He is a member of the Citizen Stamp Advisory Committee.
- **Kate MacNevin**, Global CEO, MRM//McCann
Under Kate's leadership, MRM//McCann builds strong brands and delivers award-winning work, and is uniquely skilled at providing the vision necessary to ensure global efficiency, consistency and

excellence. MRM//McCann has been recognized with some of the industry's highest accolades, including being designated three years in a row (2017, 2018 and 2019) as a "Leader" in Gartner Inc.'s Magic Quadrant for Global Marketing Agencies, as Ad Age's B-to-B Agency of the Year in 2018, as the Top Large Agency of the Year at the Digital Analytics Association's Quantities Awards.

Announcing a Workshop You Don't Want to Miss!

The Journey - Mapping your Customer Experience Design

Sponsored by the Association for National Advertisers

Please join Stan Phelps, the Founder of PurpleGoldfish.com, a think tank of customer experience and employee engagement experts based at the Frontier in Research Triangle Park, North Carolina.

When: Tuesday, May 7, 1:30 pm – 3:45 pm in Room 142, Indianapolis Convention Center

Ready to Stand Out in a Sea of Sameness?

In a world where commoditization is the norm, differentiation is key. The kind of differentiation customers will notice doesn't come from what you say, it comes more from what you do. Journey mapping is a tool that can help guide you on what to differentiate and how to do it in a way that benefits your customers and your bottom line at the same time. This customer experience workshop is geared for participants who want a step-by-step approach to journey mapping. It is designed for both B2B and B2C. Participants will learn from best-in-class examples and hands-on journey mapping exercises. Everyone will leave with actionable strategies to improve the customer experience.

This workshop is free for NPF attendees.

Don't Miss the Marketing Innovation Workshops* at NPF

Secrets from Next Generation Campaign Award Winners

Join **VP of Product Innovation, Gary Reblin**, as he talks to this year's finalists and winners about the secrets to successful Informed Delivery and B2B campaigns, and announces this year's Grand Champion winner.

Tuesday May 7, 2:45 PM – 3:45 PM, Room 134

Increase Your ROI with AR: Hands on Experience

Come find out how to best use AR to increase your response rates and ROI. Also, get a hands-on demo of creating your own AR Campaign with Augmania, an innovative and exciting AR company.

Sunday May 5, 9:00 AM – 10:00 AM, Room 140

Finding your best prospects using Lists, Look-Alike Models, Location Data, and Behavioral Targeting

New Marketing Technology and all sorts of data have made this the golden age of audience targeting. Direct Mail response rates are increasing year after year. Prospects can now be targeted based on their demographics, their real world behavior (e.g., what stores and events they go to), and their online behavior

(e.g., what websites/social media sites they frequent and buy from). Hear from audience experts how to identify prospects that are like your best current customers and reach them both offline and online.

Sunday May 5, 11:30 AM– 12:30 PM, Room 134

Delivering the Right Message to the Right Audience at the Right Time

If you could put a personalized message in the mail within 24 hours of an event, would you do it? Hear from our panel of industry experts how Triggered Direct Mail can send a message to people who visit your website, or visit a competitor's store, or sign up for your service, or earn elite loyalty status, or who don't read your emails – all without you lifting a finger.

Monday May 6, 2:45 PM – 3:45 PM, Room 134

B2B Advertising - Cutting Through the Clutter

Email boxes are overflowing, display ads are ignored, webinars are undersubscribed – How do you connect with prospects anymore? Hear from our distinguished panel how packages with personalized gifts and handwritten letters get past gatekeepers and generate impressive results.

Tuesday May 7, 11:00 AM – 12:00 PM, Room 134

Going Where the Money Is - Selling Direct Mail to Digital Buyers

With digital marketing budgets growing at double digits and traditional marketing budgets flat, selling to digital buyers is key to meeting growth targets. Learn what digital buyers are looking for and how to position direct mail to meet their needs.

Wednesday May 9, 8:00 AM – 9:00 AM, Room 134

*Workshops located in the Indianapolis Convention Center

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