

United States Postal Service®

# INDUSTRYALERT

June 4, 2020

## National Postal Forum Announces “NPF Virtual Summer Series”

The National Postal Forum has introduced a new theme and format for a summer education series dedicated to the needs of the mailing and shipping industry during the COVID-19 national emergency. Businesses nationwide have changed their marketing approaches, which makes the role of mail even more important in connecting consumers to products and services.

The NPF Virtual Summer Series replaces the 2020 National Postal Forum, which was canceled because of the coronavirus epidemic. Each year, approximately 4,500 mailing and shipping professionals come together to learn about best new mailing and shipping practices at the industry’s largest tradeshow.

The *NPF Virtual Summer Series* – a partnership between the NPF and USPS – is available to anyone in the mailing and shipping industry. The virtual program will be offered free of charge.

Mark your calendars for the seven-week *NPF Virtual Summer Series* starting Thursday, July 23, and ending Thursday, September 3. Each session will follow the same cadence, with one-hour meetings occurring weekly on Thursdays at 2:00 p.m. ET. Each session will feature topics and presentations conducted by USPS and industry subject matter experts. Program content will feature new and different work practices adopted by mailers, as well as ways in which the Postal Service plans to work with our customers post-COVID.

“Supporting and connecting the mailing industry is now more important than ever,” says USPS Chief Customer Marketing Officer Jakki Krage Strako. “We feel it is critical to continue to provide the type of learning and education that has defined the Forum throughout its history, and we are proud to partner with NPF to do so through new virtual methods. The mailing industry is looking to explore new growth opportunities and this series is a way to give mailers information to prepare for the new normal.”

Despite the shared global health and economic hardships customers are facing, the USPS remains committed to providing education and up-to-date information through all of its customer outreach channels – including the NPF, Areas Inspiring Mail (AIM) and Postal Customer Councils (PCC) – to help the mailing industry overcome the mutual challenges presented by the pandemic.

The next Postal Forum is scheduled to take place May 2-5, 2021, in Nashville, Tennessee.

For more information, please visit us at [NPF.org](https://www.npf.org). Full program details will be shared soon.

###

*Please visit us on the USPS [Industry Outreach](#) website.  
Thank you for your support of the United States Postal Service.  
Industry Engagement & Outreach/USPS Marketing*

*To subscribe or unsubscribe to Industry Alerts, please hit reply and send us your request.*

**Privacy Notice:** For information regarding our privacy policies, visit [www.usps.com/privacypolicy](http://www.usps.com/privacypolicy)