

United States Postal Service®

INDUSTRYALERT

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August 12, 2020



NPF Virtual Summer Series Continues

Episode 3 - Moving Forward: Meeting Demand thru Innovation – Thursday, August 13, at 2:00 PM ET

Tune in to Learn more about USPS Innovation, Direct Mail Strategies and Marketplace Trends, Moving Forward; Meeting Demand Thru Innovation

The NPF Virtual Summer Series continues Thursday, August 13 at 2 p.m. (ET) with its focus on innovative mail strategies and how the USPS is positioning mail in today's digital world.

Episode 3 features a series of conversations with Gary Reblin, Vice President, Product Innovation and his marketing team. Listen in to hear how USPS is strategically combining creative ideas, along with cutting edge technology as a means to leverage growth in the mailing and shipping industry. Featured guests and topics in the Innovation program include: Kriti Vichare, Director, Innovation, who will discuss COVID-19 trends affecting the mailing and shipping industry. Following Kriti, Jeff Tackes, Acting Director, Mailing Services in Product Innovation, will discuss what's new in Mailing Promotions, ROI of Mail, and other topics including Academic Outreach. And, finally, Bob Dixon, Director, Product Technology and Innovation, will discuss Informed Delivery successes and updates.

As an added bonus to the August 13th show, the winners of the 2020 Next Generation Campaign Awards and the 2020 Informed Innovation Award winners will be featured and viewers will gain insights into their successful marketing techniques.

Registration is currently open! If you haven't already done so, you can register to attend any of the four remaining virtual sessions here: <https://2020summerseries.npf.org/s/npf-virtual-2020-summer-seri/home>. If you are already registered, you don't have to register again.

The webinar series features Postal officers and special guests who contribute to a discussion about mailing trends and strategic direction affecting the industry. The series continues through the end of August. Each show is an hour in length and is available free of charge.

Prior to attending Thursday's general session, plan on spending time exploring NPF's Virtual Summer Series platform. In the Lobby you will discover many interesting finds such as information about our guest speakers, links to previously recorded sessions, and an information kiosk with answers to commonly asked questions. In the "Networking Lounge" you will have an opportunity to chat live with NPF attendees, colleagues, and vendors. Don't forget to check out the Expo. Here you can choose between exploring the USPS and NPF Booth. Enjoy your USPS Virtual Exhibit experience!

Save the Date now to attend the 2021 National Postal Forum scheduled to take place May 2-5, 2021, in Nashville, Tennessee.

Industry Engagement and Outreach, Marketing

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