



PLEASE FORWARD THIS INFORMATION TO YOUR EXECUTIVE BOARD MEMBERS AND GENERAL MEMBERSHIP.

March 31, 2022

2022 National Postal Forum – Workshop Matrix is Now Available

National Postal Forum - Phoenix, AZ May 15 - 18								
Sunday - May 15								
ROOM	Jr. Ballroom - 301A West							
PERIOD 1 1:30 PM - 2:30 PM		Orientation Session	Mitigating the Great Resignation with Automated Workflows	CASS Cycle Q: What You Need to Know!	How MSPs and Mail Owners Can Utilize IV and ID Data to Improve ROI on Their Marketing Budgets	Real Time Package Tracking	Direct Mail: The Key to Marketing Success	Making the Most of the USPS Enterprise Payment System
PERIOD 2 2:45 PM - 3:45 PM	USPS Connect Local: Connecting Communities	Last But Certainly Not Least: Why the Last Mile is a Hotbed for Innovation	Using Address Quality to Improve UAA	Creating Your New Digital Marketing Channel with Informed Delivery Package Campaigns	Does Your Returns Strategy Line up With Customer Preferences?	Direct Mail 101: Mailing Made Easy	The Answer is Cloud-Powered Postal Data	MTAC 101: What is MTAC and How to Get Involved
PERIOD 3 4:00 PM - 5:00 PM	PCC General Session	Innovative Technology Driving the Future Postal Service	How to Grow Your Business Using Data Science: No Degree Required	Quality: Meeting or Exceeding Customer Expectations by Reducing Waste in Your Operations	Turning up the Volume on your Transactional Mail	Treating Return Mail with the Care it Deserves	USPS Expedited Packaging Supplies	Power Your Client's Direct Response Campaigns with Predictive Analytics
5:30 PM - 7:00 PM Welcome Reception - Hyatt Hotel								

We have only 45 days until the 2022 National Postal Forum (NPF) begins. The NPF workshop matrix, a listing of all educational workshops and officer-led sessions, is now available at your fingertips.

The matrix* is available for direct download from the NPF website at: https://npf.org/wp-content/uploads/2022/03/2022_NPF_Workshops_3_28.pdf.

You have the opportunity to select a customized agenda to maximize your ROI at NPF. Come experience the benefits of our education programming and bring back tools to your company for future success.

To register, click this link: [NPF](https://npf.org). But don't wait – online registration ends April 15, 2022.

If you need assistance with discount codes, please send an email to: NPFFeedback@usps.gov.

Facing the Future Together May 15-18, 2022 in Phoenix, Arizona.

*subject to change

Industry Engagement and Outreach, Corporate Affairs

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