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How to Market Your Events & Meetings

POSTAL CUSTOMER COUNCIL



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Overview of this Session

- **Effectively planning your annual calendar of meetings and events.**
- **Marketing your general events to maximize exposure.**
- **Special events promotional planning.**
- **How to market your National PCC week.**

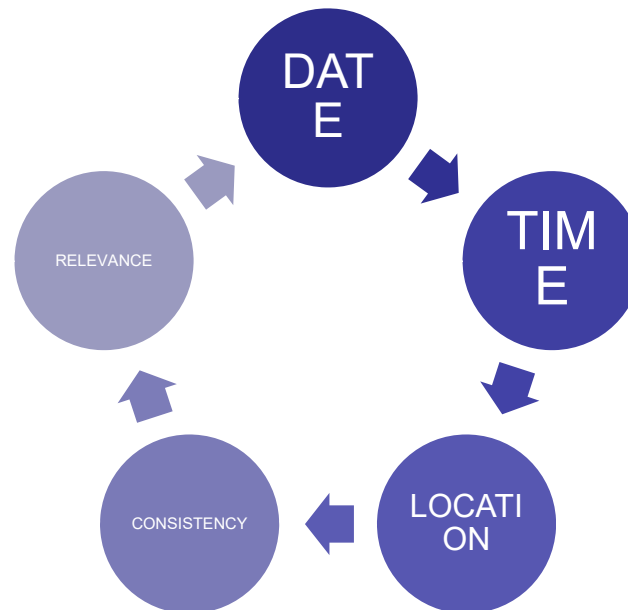


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Planning ahead for success!

What should you consider when planning general meetings?





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Solicit feedback from your members

- Topics of interest
- Written surveys
- Email surveys
- Ask your members directly

Create an environment where they want to share!



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When should your PCC begin planning?

- **Dedicate your October board meeting for planning.**
- **Items to bring:**
 - **List of meetings and event dates.**
 - **Special event ideas.**
 - **Survey results from your members.**
 - **List of suggested topic ideas and speakers.**
 - **List of PCCAC Educational Workshops-in-a-Box.**
 - **Suggested topics for educational sessions from USPS.**



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Sample Annual PCC Calendar

NE FLORIDA PCC EVENTS FOR 2017

VISIT US AT WWW.NORTHEASTFLPCC.COM

MAGNET'S FLOOR DONATED BY MAC PAPERS
PRINTING & DESIGN DONATED BY KOSSLER CREATIVE

| | |
|---|---|
| <p>JANUARY 11TH AT 7:30 AM Bridging the Generational Gap in the Workplace, by Plummer & Assoc.</p> <p>FEBRUARY 8TH AT 7:30 AM Translating Veteran Skills into the Corporate Workforce, by Sara Slettebo from ReMINet</p> <p>MARCH 8TH AT 7:30 AM Deputy Postal Inspector, Gregory Campbell, Ph.D.</p> <p>APRIL 12TH AT 7:30 AM Mark Vickers with Speaking is Selling</p> <p>MAY 5TH 12th Annual Richard J. McKillop Memorial Golf Tournament at St. John's Golf & Country Club</p> <p>JUNE 14TH AT 7:30 AM Pitney Bowes will present on the latest in mailing</p> | <p>JULY DATE TBD Annual Membership Appreciation Night at the Jacksonville Jumbo Shrimp Baseball game at Bragan Field at the Baseball Fields of Jacksonville</p> <p>AUGUST 9TH AT 7:30 AM Top Hardware Technology Shoot-out for the Mailing Industry</p> <p>SEPTEMBER 25 - 29, 2017 National PCC Week</p> <p>OCTOBER 11TH AT 7:30 AM The latest in 3D Printing</p> <p>NOVEMBER 8TH AT 7:30 AM How to Spruce up your Holiday Mailings</p> <p>DECEMBER 8TH AT 11 AM Holiday Luncheon</p> |
|---|---|

MAKING CONNECTIONS
Innovation | Opportunity | Success
MAY 21-24, 2017 | BALTIMORE, MD
NATIONAL POSTAL FORUM 2017

NEFL PCC **NORTHEAST FLORIDA POSTAL CUSTOMER COUNCIL**
UNITED STATES POSTAL SERVICE

NE FLORIDA PCC EVENTS FOR 2018
VISIT US AT WWW.NORTHEASTFLPCC.COM

| | |
|--|---|
| <p>JANUARY 10TH AT 7:30 AM Interactive Corporate Wellness & Nutrition program: "Fitness by Patty"</p> <p>FEBRUARY 14TH AT 7:30 AM Informed Delivery-Mailers Campaign Bob Dixon with the USPS</p> <p>MARCH 14TH AT 7:30 AM Leo Raymond will present the latest in the Mailing Community</p> <p>APRIL 11TH AT 7:30 AM Inevitable Mail and New Technologies</p> <p>MAY 4TH 13th Annual Richard J. McKillop Memorial Golf Tournament at St. John's Golf & Country Club</p> <p>MAY 6TH - 9TH National Postal Forum, San Antonio, TX</p> | <p>JUNE 13TH AT 7:30 AM TBA</p> <p>JULY Annual Membership Appreciation Night at the Jacksonville Jumbo Shrimp Baseball game at Bragan Field at the Baseball Fields of Jacksonville (date TBA)</p> <p>AUGUST 11TH AT 7:30 AM Technology Shoot-out for the Mailing Industry</p> <p>SEPTEMBER 24TH - 28TH National PCC Week</p> <p>OCTOBER 10TH AT 7:30 AM Cyber Security</p> <p>NOVEMBER 14TH AT 7:30 AM Distacted Drivers of Commercial Vehicles Wayne Hogan, Attorney</p> <p>DECEMBER 7TH AT 10:30 AM Holiday Luncheon</p> |
|--|---|



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Marketing your General Meetings

Consistent and Persistent!

Marketing should be consistent in message, frequency and look.

"I do not think there is any quality so essential to success of any kind as the quality of perseverance. It overcomes almost anything, even nature." John D. Rockefeller



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Send out a direct mail piece for each event at least 3 weeks in advance.

Date, time and location

Cost and how to register

What is the topic and who is the speaker?

The benefit to the recipient of why they should attend

Use the G-10 permit on your direct mail pieces for your PCC



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How to build a list for your direct mail campaigns:

- **Start with list of board members, general members and sponsors.**
- **Add attendees & speakers from all events.**
- **Add local area printers & mailers.**
- **Membership committee is responsible for database, list management & use of list.**
- **You may NOT obtain the list of permit holders from the Postal Service.**



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Sample Marketing Pieces

THE 4 KEYS TO SPEAKING WITH CLARITY
How clear are you when you speak?

In this workshop your team will explore the fundamentals of communicating with clarity regardless of your role or who you are communicating with. Using the four keys to clarity; Substance, Simplicity, Structure, and Style, others will appreciate your new clarity, and you will enjoy the results.

Whether you are making a sales presentation or speaking at a meeting, your audience will appreciate your new clarity, and you will enjoy the results.

APRIL BREAKFAST SEMINAR
April 12TH, 2017 • 7:30 am
at Deerwood Country Club
10239 Golf Club Dr., Jacksonville, FL 32256

Featuring
Mark A. Vickers, Author and International Speaker




APRIL BREAKFAST SEMINAR
April 12TH, 2017 • 7:30 am
at Deerwood Country Club
10239 Golf Club Dr., Jacksonville, FL 32256

Featuring
MARK A. VICKERS
Author and International Speaker

Mark A. Vickers is a Certified World Class Speaking Coach. Mark works with business owners, executives, and sales teams to "SWITCH THE PITCH" to include highly effective stories to make the sales process more enjoyable and effective. Mark is a member of the Rotary Club of Jacksonville and President of the District6970 Rotary Means Business Chapter.

RSVP required by Friday, April 7th, 2017
to delores.d.carter@usps.gov. made via Paypal at the PCC website:
northeastflpcc.com or checks payable to - Northeast FL PCC;
mailed to - 1100 Kings Rd. #319, Jacksonville, FL 32203

Join us for this great presentation
and networking opportunity!
A delicious breakfast will be provided!
\$15 for members, \$14 for gold, \$13 for corporate



Presort First-Class
Postage & Fees Paid
USPS
Permit No. G-10

[Firstname] [Lastname]
[Address line 1]
[City], [ST] [Zipcode]





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www.hoipcc.org

Save the Date

Thursday, September 28th, 2017



visit www.hoipcc.org

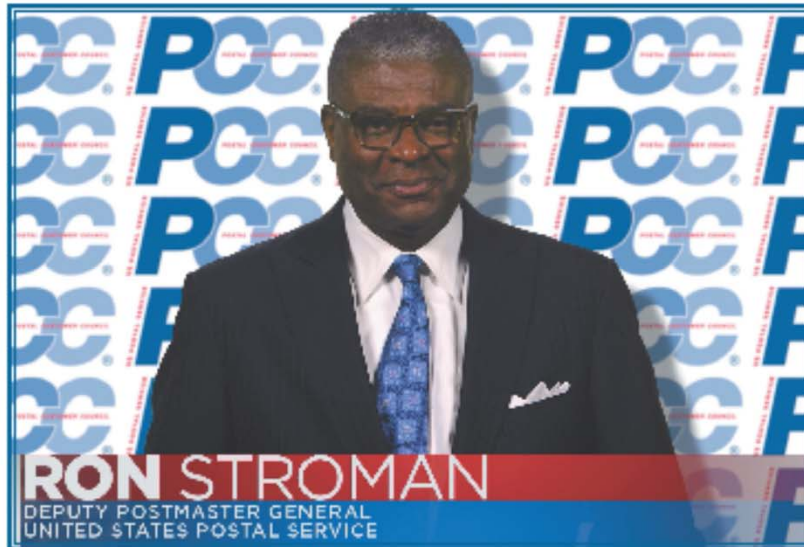
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LIVE Portrait



LOOK



RON STROMAN

DEPUTY POSTMASTER GENERAL
UNITED STATES POSTAL SERVICE

Watch this photo come to life!

Download the free *Live Portrait* app on your mobile device and scan the photo to hear the DPMG's message to the HOIPCC.



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SHARING FOOD
SHARING IDEAS
SHARING MAIL

LEARN HOW TO LEVERAGE SHARE MAIL
TO EXPAND REACH AND GROW BUSINESS

DATE
Wednesday, August 23, 2017

RESERVATIONS
<http://www.dallaspec.com/>

LOCATION
Maggiano's Little Italy
Northpark
205 Northpark Center
Dallas, TX 75225

REGISTRATION
11:00 am

LUNCH
11:30 am - 1:00 pm

COST
\$35 for members
\$40 for not-yet members



<First Name>, you are cordially invited to attend our August luncheon. Featuring Tam Cordes, USPS Product Development Specialist.

What is Share Mail? Share Mail (formerly Alternate Postage) provides a mechanism for businesses and organizations to use the mail to share information, not only with their customers but to have those customers send the Share Mail letters and postcards to other parties — without their having to affix a stamp.

Who is Share Mail For? Businesses and organizations who wish to use mail for referral marketing.

How Does Share Mail Work? You'll need to be there on August 23rd to find out!



401 Tom Landry Fwy
Dallas, TX 75260-9968

FIRST-CLASS MAIL
U.S. POSTAGE PAID
USPS
PERMIT NO. G-10



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After each marketing piece is mailed, email it!

Organically grown lists:

- **Capture emails from website sign ups.**
- **Gather business cards at events through raffle drawings.**
- **Opt out message.....CAN-SPAM act.**
- **Membership committee responsible for maintaining the list.**



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"Five by 5"

5 webinars in 5 months covering the most critical and business challenging issues facing mailers today...

2nd WEBINAR

Monday, February 5th - MOVE Update

This webinar will be presented from 11 AM - 12 PM by Malaki Gravely, USPS. The Move Update standard is a means of reducing the number of mail pieces requiring forwarding or return by periodically matching the mailer's address records with change-of-address (COA) orders received and maintained by the Postal Service™.

A copy of the January 5th "Price Changes and More" presentation is available by request

To register for the first webinar in this series please email Tina McCoy-Wyche @ tina.x.mccoy@usps.gov



Join Our Mailing List!



GREATER BALTIMORE POSTAL CUSTOMER COUNCIL

2018 EDUCATIONAL WEBINAR SERIES

SECOND OF 5 WEBINARS STARTS MONDAY, FEBRUARY 5, 2018



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**Post flyers at the BMEU for each meeting and event.
Share with USPS Sales team to distribute and discuss
with customers.**

***When industry and USPS work together,
you reach further and everyone wins!***



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Getting the Word Out.....

Marketing Your Event through the Local Media Channels

Postal Co-Chairs, Postal Administrators, and District Marketing Managers have access to:


- **Media Template** – Located on the PCC BlueShare Site:
<http://ca.blueshare.usps.gov/sites/igo/PCC/default.aspx>
- **Local Area and District Contacts - Communication Support Specialists**

 **UNITED STATES POSTAL SERVICE®** **MEDIA ADVISORY**

(Date) Local Contact (NAME)
phone: (xxx)xxx-xxxx
xxx.x.xxxxx@usps.gov
usps.com/news

DID YOU KNOW?

The PCC was established in 1961 to improve communications between customers and USPS managers, to address common concerns and to provide mailing solutions.



Let's Talk Business
Postal Customer Council (PCC) Bridges Business Mailers and the United States Postal Service (USPS)

(CITY, ST) — Whether you're a small or large business looking for professional training in direct mail, a mail professional looking for workshops and certification, or you'd like to join the greater PCC community of business mailers, we're here to help. PCC sessions are a collaboration of leaders – business and postal – who learn from each other to enhance their business and grow the mailing industry.

The Postal Service offers educational opportunities and assistance to anyone who wants to learn more about how using the mail can be a way to achieve cost-effective business growth.

What: (NAME) Postal Customer Council
When: (DATE) example: Tuesday, Jan. 23, 2019
 (TIME) example: 9 a.m. to 2 p.m.
Where: [location]
 (Street address)
 (City, State ZIP Code)

Background: The PCC is an organization that combines both industry and postal executive board members. It facilitates collaboration in the areas of designing and mailing marketing mail campaigns, designing, maintaining, and emailing our email marketing campaigns.

PCC events provide a valuable opportunity for business mailers to gain a better understanding of Postal Service policies, programs and procedures that have been specifically designed to improve their mailing and shipping needs.

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

###

For U.S. Postal Service media resources, including broadcast quality video and audio and photo stills, visit the [USPS Newsroom](#). Follow us on [Twitter](#), [Instagram](#), [Pinterest](#) and [LinkedIn](#). Subscribe to the [USPS YouTube Channel](#), like us on [Facebook](#) and enjoy our [Postal Posts blog](#). For more information about the Postal Service, visit [usps.com](#) and [usps.com/medias](#).



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Membership team should call on members who missed last month's meeting or event.

Why did you start attending the PCC?



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**End of each meeting, share the upcoming events.
Use handouts for take home reminders.**



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Marketing your Special Events

Golf
Tournaments

Membership
Appreciation
Days

Mail
Certification
Courses

Plant Tours

Postal
Pictorial
Cancellations

Holiday
Celebration



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Marketing pieces to promote special events:

- Flyers at meetings for next event
- Direct Mail
- Email Blast
- Post events online on PCC website
- Posters at local BMEU
- Events Chair to share at end of meetings





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National PCC Week

- The Nashville theme was Tune in to....



Sample Mailer



Sample Table Display



Sample Booklet



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Sample email blast

Tune in to...
National PCC Week

PCC WEEK '16

September 22, 2016
9:30 am - 2 pm
at Dave & Buster's
7025 Salisbury Rd, Jacksonville, FL

Thanks To Our Sponsors!

All Covered, ABS, bell & howell, Canon, create studio, CISION, JAZZAMOND, efi, Inception, neopost, XEROX, Windows

Enjoy Networking, Door Prizes, and Exclusive Knowledge from This Year's Industry Speakers

Key Note Speaker: Nancy Rettinhouse
Vice President, USPS Headquarters MI

Educational Speaker: Victoria Stephens
Director of Mailing Services, USPS Headquarters

ATTENDEE REGISTRATION IS FREE! REGISTRATION IS REQUIRED TO ATTEND
To register, please go to <http://www.northeastpcc.com>. For more info, please contact Delores Carter at Delores.D.Carter@USPS.gov

Brought To You By
Northeast Florida
PCC



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Sample Marketing Plan

| Northeast Florida PCC 2018 Marketing Plan | | | | |
|--|-----------------|------------------------------------|---------------------------|------------|
| Event Month | Event | Channel | Who | Due Date |
| Sept | PCC Day 9/27 | Save the Date Mailer | Chris & Dina | 17-Aug |
| | PCC Day | Vendor Email | Chris | 10-May |
| | PCC Day | Mailer | Chris & Dina | 7-Sep |
| | PCC Day | Flyer to hand out at Aug Breakfast | Chris & Dina | 6-Aug |
| | PCC Day | Email Blast | Dee (Dina to provide jpg) | 14-Sep |
| | PCC Day | Passport Booklet for day of event | Chris & Dina | 25-Sep |
| | PCC Day | Table Tents | Chris & Dina | 25-Sep |
| | PCC Day | Banners | Chris & Dina | 25-Sep |
| | PCC Day | Signage for day of | Chris & Dina | 25-Sep |
| Oct | Breakfast 10/10 | Mailer | Dina | 19-Sep |
| | Breakfast 10/10 | Email Blast | Dee (Dina to provide jpg) | 26-Sep |
| | Breakfast 10/10 | Outreach to Absent Members | Ginger | 9/24 week |
| | Outreach | Qtrly Newsletter | | 1-Oct |
| Nov | Breakfast 11/14 | Mailer | Dina | 24-Oct |
| | Breakfast 11/14 | Email Blast | Dee (Dina to provide jpg) | 31-Oct |
| | Breakfast 11/14 | Outreach to Absent Members | Ginger | 10/29 week |



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Evaluate Your Events

- **Discuss previous months' events at your board meetings.**
- **Continuously work to improve your event from year to year.**
- **Change locations for special events to keep fresh & exciting.**



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Questions?

“Marketing is really just about sharing your passion.” *Michael Hyatt*

