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March 4, 2022

2022 National Postal Forum Workshops Selected

Held since 1968, the NPF is the most comprehensive mailing and shipping conference nationwide, and attracts thousands of attendees from the mail supply chain. The conference provides opportunity for customers to learn about new shipping and mailing products and services, to interact with USPS leaders, and to view the latest postal-related equipment on the Exhibit Hall floor.

More than 100 educational workshops will be offered in the following tracks:

1. ***Delivering Innovative Technology*** – Learn how technology is changing our industry and creating new opportunities
2. ***Operations: Fulfilling the Needs of Your Customers*** – Effectively manage your mail and shipping operations and optimize your business relationship with the USPS
3. ***eCommerce: Steps to Shipping Success*** – Navigate and reimagine the Evolving Shipping Landscape
4. ***Pushing the Envelope: Why Mail Works*** – Direct mail is an important piece of your marketing strategy
5. ***Leadership & Professional Development: Characteristics of Success*** – Build your teams, improve your skills, and grow your future

Just a few of the workshops you can attend are:

- **Innovative Technology Driving the Future Postal Service**, showcasing how USPS is leveraging leading edge technology often in ways customers don't see, but from which they see results.
- **My Direct Mail Campaign Didn't Work**, join this session for myth-busters that uncover the real attribution of direct mail and breaks down all barriers to prove direct mail works.
- **Fulfillment Trends in 2022 and Beyond**, will explore the growth of fulfillment providers and trends to watch, including micro fulfillment, kitting/bundling, and local delivery/same day.

- **Customer Experience's Next Horizon: Human Experience**, will focus on mail and parcels elevating the "human experience" by creating and fostering more human connections in an overly digital world.
- **Where did My Customers Go Now**, as employees have transitioned to home offices, it leave many mailers wondering where is my customer physically located now, and how can I effectively message to them. You'll learn best practices in address quality to keep up with customers on the move.

A complete list of workshops will be available on the [NPF website](#).

To register, click this link: [NPF](#). If you need assistance with discount codes, please send an email to: NPFFeedback@usps.gov.

Industry Engagement and Outreach, Corporate Affairs

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