## United States Postal Service®

## **INDUSTRYALERT**

May 8, 2024

## 2024 National Postal Forum - Workshop Matrix is available online

Sunday – June 2									
ROOM	Ballroom 500	Wabash 1	Wabash 3	120/121	122/123	124	125	126/127	128
PERIOD 1 1:30 PM - 2:30 PM		Orientation Session	Retail Technology Modernization	What is Your Mailer Scorecard Telling You?	Cass Cycle O - Lessons Learned and Other Address Quality Best Practices	Connecting Solutions with Goals: Identify the Right Mailing and Shipping Method Based on Your Goals	Trackology	Presorting vs Commingling - Is There a Difference.	Collaborative Innovation with USPS and Flowcode
PERIOD 2 2:45 PM - 3:45 PM	Pricing and Product Strategies Aligned for Financial Stability		Strategies to Attract and Retain Essential Talent	Mastering Mail: Strategies for Productivity, Compliance and Delivery Optimization  □□	Mailpiece Design/Mailing Requirements - A Hands on Approach ☑	мтас	Reducing Waste in a Circular Economy	USPS Smart Lockers: A Free, Secure & Convenient Alternate Delivery Solution	Win the Shipping Race with USPS Ship
PERIOD 3 4:00 PM - 5:00 PM	USPS Tech: Your Key to Powerful Integrations	PCC Opening Session	USPS Shipping 101	Revolutionizing Direct Mail Marketing with Innovative Data- Driven Augmented Reality	Latest and Greatest Innovation in USPS Technology	Could Your Personality Damage Your Career	Carbon Accounting and Our Blue Earth	Save Money by Mailing Smarter 🖾	Unlock the Full Potential of Mail: A Comprehensive Overview of USPS Promotions and Incentive Programs
5:30 PM - 7:00 PM	Welcome Reception – Indiana State Museum								

The Workshop Matrix is a tool to assist you in mapping out your educational journey at the National Postal Forum (NPF). The matrix lists all educational workshops and Leadership Insight sessions laid out in a grid, across four days of the forum. You have six workshop tracks to choose from (color-coded for easy reference):

- Pioneering the Future: Innovative Data Technology Solutions (Blue)
- Leadership Strategies for Professional Enrichment (Rust)
- Growing the Mail Through Innovation (Orange)
- Operations Efficiency from Mailing Preparation to Delivery (Purple)
- Designing Shipping Solutions for a Competitive Edge (Green)
- Supplier Connections: Supply Chain and Transportation Strategies for Success (Teal)

The NPF app will be coming soon, but in the meantime, take advantage of the Workshop Matrix to plan your educational activities.

NPF is offering two certifications by attending select workshops. The Direct Mail Professional certification requires attending seven workshops at the forum which are marked by a mailbox icon on the matrix. The Mail Center Manager certification requires attending five specific workshops on Wednesday, June 5. The workshops that qualify for the certification are marked by a graph icon on the matrix. Once you complete the required workshops you will be eligible for a Credly Badge, a digital certification, to display on your business social media sites.

The Workshop Matrix is attached and also available on NPF's website: NPF 2024 Workshop Matrix

With a wealth of education options available at NPF, the Workshop Matrix is your tool to customize your experience and get the information you need for you and your company to succeed.

If you haven't registered for the forum, you have until May, 17. To register, click this link: NPF.

We look forward to seeing you soon at NPF.

## **Industry Engagement & Outreach, Corporate Affairs**

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