

NATIONAL POSTAL FORUM

ORLANDO, FL - APRIL 1 - 4, 2012

Sunday, April 1

Time / Room	NAPLES 3	NAPLES 1&2	TAMPA	TALLAHASSEE	SANIBEL	SARASOTA	MIAMI	SUN C	SUN AB
PERIOD 1 12:00 PM-1:00 PM	POSITIVE REVENUE OPTIONS FOR COLLEGES and UNIVERSITIES	TIP THE SCALES IN YOUR FAVOR WITH USPS SHIPPING SOLUTIONS	POSTAL EXPLORER - BUSINESS TOOLS TO DELIVER SUCCESS	ORIENTATION SESSION	CONTINUOUS IMPROVEMENT - USING LEAN SIX SIGMA	EXHIBITOR PREVIEW SESSION	GETTING STARTED: INTELLIGENT MAIL for NEW USERS	MAIL DESIGN PROFESSIONAL COURSE	
PERIOD 2 1:15 PM-2:15 PM	DIRECT MAIL FUNDRAISING 101	WASTE FREE MAIL	FEDEX AND UPS INVOICE SHOCK? USE USPS INSTEAD!	WALKING THROUGH THE GATEWAY TO MAIL SERVICES	RESULTS ROCK - DIRECT MAIL BASICS - TEST, TEST, TEST!	EXHIBITOR PREVIEW SESSION	GETTING STARTED: INTELLIGENT MAIL for NEW USERS	MAIL DESIGN PROFESSIONAL COURSE	PCC LEADERSHIP OPENING SESSION
PERIOD 3 2:30 PM-3:30 PM	FIVE EASY PIECES: ECO-FRIENDLY and COST-EFFECTIVE PRACTICES		PERIODICALS - ADAPTING TO A CHANGING WORLD	IT'S A GLOBAL MARKET - ADDRESS IT	GLOBAL 101 - THE NUTS AND BOLTS OF USPS INTERNATIONAL SHIPPING	EXHIBITOR PREVIEW SESSION	QUALITY CONTROL IN MAIL CENTER OPERATIONS	INTELLIGENT MAIL for SEASONED USERS	PCC PEER-TO-PEER ROUNDTABLES
PERIOD 4 3:45 PM-4:45 PM	WHAT'S WORKING IN DIRECT MAIL FUNDRAISING	BUILDING A SUCCESSFUL MAIL CONSERVATION CULTURE	SMALL VOLUME PERIODICALS MAILERS - TAKE ADVANTAGE AND SAVE!	ARE CLOUD-BASED SOLUTIONS RIGHT FOR YOUR BUSINESS?	MARKETING AUTOMATION AND DIRECT MAIL	EXHIBITOR PREVIEW SESSION	2nd OUNCE, TRANSPROMO, INSERTS, QR CODES - HOW TO GET THE MOST VALUE	INTELLIGENT MAIL for SEASONED USERS	

WELCOME RECEPTION

Legend:	MAIL CREATORS / SELLERS / OWNERS	MAIL PREPARERS	MAIL ROOM MANAGERS	MAILING INDUSTRY PROFESSIONALS	OFFICER SESSION	EXHIBITOR PREVIEWS
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Monday, April 2

8:00AM-9:00AM -- OPENING GENERAL SESSION, OSCEOLA BALLROOM

9:00AM-10:00AM -- EXCLUSIVE EXHIBIT HALL TIME

Time / Room	NAPLES 3	NAPLES 1&2	TAMPA	TALLAHASSEE	SANIBEL	SARASOTA	MIAMI	SUN C
PERIOD 5 10:00 AM-11:00 AM	UNDERSTANDING YOUR INTERNATIONAL BILLING TO CHOOSE THE RIGHT SHIPPER	SECURITY: IT COMES WITH THE STAMP!	PREPARING COMMERCIAL, FIRST-CLASS AND STANDARD MAIL	MAGAZINE EVOLUTION IN A DIGITAL WORLD	SHIPPING SOLUTIONS FOR e-COMMERCE BUSINESSES	THE BEST OF <i>DELIVER</i> MAGAZINE - INNOVATIVE DIRECT MAIL	SOCIAL MEDIA AND DIRECT MAIL: LOVE AT FIRST LINK!	MAGICAL EFFICIENCY: THE ADDRESS MANAGEMENT SYSTEM
PERIOD 6 11:15 AM-12:15 PM	NEW PICTURE PERMIT, ALTERNATE POSTAGE TO KEEP MAIL RELEVANT	CYBER PREDATORS - PROTECTING YOUR BUSINESS AND YOUR CHILDREN	BEYOND THE PACKAGE	PAPERLESS INDUCTION	BOOT CAMP FOR MAIL CENTER MANAGERS	PAPER, PRINT AND MAIL IN THE DIGITAL AGE	INNOVATIONS IN TECHNOLOGY & DELIVERING ENHANCED PRODUCT INFORMATION	UNDERSTANDING THE CHANGE OF ADDRESS PROCESS

12:15PM-2:00PM - LUNCH IN THE EXHIBIT HALL

PERIOD 7 2:15 PM-3:15 PM	GROWING YOUR BUSINESS BEYOND US BORDERS, NOW!	PROMOTIONS AND INCENTIVES FOR MAIL	DIARY OF A NEW MAIL MANAGER	MANAGING PEOPLE IS LIKE HERDING CATS	SHIPPING AND MAILING - EVOLVING AND ADAPTING	LEADERSHIP AND TEAM BUILDING	ATTACKING RETURN TO SENDER MAIL FROM ALL DIRECTIONS	MAIL DESIGN PROFESSIONAL COURSE
PERIOD 8 3:30 PM-4:30 PM	MAILING MADE EASY FOR SMALL BUSINESSES	HALLMARK GOLD CROWN STORES' CUSTOM DIRECT MARKETING	INTRODUCING PERFORMANCE METRICS TO THE PRINT AND MAIL ROOM	MAXIMIZE CASH FLOW AND IMPROVE RESPONSES WITH REPLY MAIL	DESIGNING MAIL THAT'S IRRESISTIBLE	PUBLIC SPEAKING AND POWERFUL PRESENTATIONS	MAIL ENTRY THE SEAMLESS WAY	MAIL DESIGN PROFESSIONAL COURSE
PERIOD 9 4:45 PM-5:45 PM	MAILING AT NONPROFIT PRICES	VISION, PASSION AND PURPOSE FOR PCCs	MARKETING APPLICATIONS FOR MAILPIECE TRACKING	THE MAIL MOMENT AND SOCIAL NETWORKING: YOUR NEW BFFs	HIRING AND INTERVIEWING - BEST PRACTICES ON BOTH SIDES	PROFITABLE DIRECT MAIL MEANS PRACTICAL CREATIVE AND MARKETING	SEAMLESS PACKAGE ENTRY	MAIL DESIGN PROFESSIONAL COURSE

USPS AREA RECEPTIONS

Legend:	MAIL CREATORS / SELLERS / OWNERS	MAIL PREPARERS	MAIL ROOM MANAGERS	MAILING INDUSTRY PROFESSIONALS	OFFICER SESSION
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Tuesday, April 3

7:45AM-8:45AM -- EXECUTIVE BRIEFING

Time / Room	NAPLES 3	NAPLES 1&2	TAMPA	TALLAHASSEE	SANIBEL	SARASOTA	MIAMI	SUN C
PERIOD 10 7:45 AM-8:45 AM	MAILING ACROSS BORDERS	TIME MANAGEMENT - HOW TO MANAGE YOUR DAY	NOT BUSINESS AS USUAL	NETWORKING 101 : GET CONNECTED ... STAY CONNECTED	DEVELOPING A TRAINING PROGRAM FOR MAIL CENTERS	PROTECTING SMALL / MEDIUM BUSINESS ENVIRONMENTS FROM HACKERS	SWIMMING IN A SEA OF USPS DATA SOURCES - SINK OR SUCCEED	FUNDAMENTALS OF GREAT ADDRESS QUALITY

9:00AM-2:00PM -- EXHIBIT HALL TIME

PERIOD 11 9:00 AM-10:00 AM	WHEN GENERATIONS COLLIDE - A NEW DIVERSITY ISSUE	MAILERS' GUIDE TO FOLDED SELF-MAILERS	MANAGING YOUR CAREER	SELECTING AND MANAGING AN OUTSOURCING PARTNER	MAXIMIZE YOUR POTENTIAL GLOBAL DISCOUNTS	POLITICAL MAIL ADVERTISING - WHAT YOU NEED TO KNOW FOR 2012	DIVING DEEP INTO NCOALINK AND ACS	MAIL DESIGN PROFESSIONAL COURSE
PERIOD 12 10:15 AM-11:15 AM	TRANSACTIONAL PRINT AND MAIL - WHAT IS THE BEST SOLUTION?	DETECTING SUSPICIOUS POWDERS - A SAFE AND SANE RESPONSE PLAN	HYBRID MAIL AND THE FUTURE OF DIGITAL POSTAL SERVICES	RE-ENGINEERING GOVERNMENT MAIL AND PRINT OPERATIONS	DEVELOPING AND IMPLEMENTING STRATEGIES FOR THE FUTURE	EVERY DOOR DIRECT MAIL	PREDICTIVE ENTERPRISE ANALYTICS AND PRODUCT INFORMATION REPORTING	MAIL DESIGN PROFESSIONAL COURSE
PERIOD 13 11:30 AM-12:30 PM	BOOST YOUR BUSINESS WITH MOBILE PRINTING	IMPROVING MAILROOM SECURITY FOR EMPLOYEES AND THE BOTTOM LINE	NEW IDEAS FOR SMALL BUSINESS	PCC PLANNING - HOW TO EAT AN ELEPHANT!	MARKETING THE MAIL CENTER	BETTER ADDRESS HYGIENE - JUST LOOK TO THE SKY	CAPTURING PRODUCT INFORMATION THROUGH UPDATES IN TECHNOLOGY	MAIL DESIGN PROFESSIONAL COURSE

12:30PM-2:00PM - EXCLUSIVE EXHIBIT HALL TIME

12:30PM-2:00PM - LUNCH IN THE EXHIBIT HALL

PERIOD 14 2:15 PM-3:15 PM	SUCCESSION PLANNING FOR MAIL CENTER MANAGERS	ENSURING THE SECURITY / RESILIENCY OF THE POSTAL AND SHIPPING SECTOR	VISIBILITY DATA - WHAT IS IT AND HOW DO I USE IT?	MAILING STRATEGIES: CO-PAL, CO-MAIL AND CO-PRODUCTION	EXECUTING A SUCCESSFUL QR CODE CAMPAIGN	BECOME A WEBINAR WIZARD: HOW TO SUCCESSFULLY CONDUCT WEBINARS	SOCIAL MEDIA + DIRECT MAIL: KEEPING THE LOVE ALIVE!	MANAGING PACKAGE INFORMATION WITH NEW TRACKING TECHNOLOGY
PERIOD 15 3:30 PM-4:30 PM	WHAT DID YOU SAY?	DIRECT MAIL - MAKING THE SALE	MOBILE AND DIGITAL INNOVATION TO IMPROVE THE BOTTOM LINE	HOW TO CHOOSE YOUR SPECIFIC TARGET MARKET	MAILING INDUSTRY CERTIFICATIONS AND TRAINING OPPORTUNITIES	IMPLEMENT COMPANYWIDE ADDRESS DATA ENRICHMENT STRATEGY	TOOLS AND SUPPORT SOLUTIONS FOR MAILPIECE DESIGN	GROWING MAIL THROUGH SERVICE PERFORMANCE DIAGNOSTICS AND PRODUCT INFORMATION

PEER TO PEER ROUNDTABLES

PERIOD 16 4:45 PM-5:45 PM	VOTE BY MAIL: BEST PRACTICES IN AUTOMATING THE PROCESS	BEST PRACTICES OF GREAT LEADERS	PREPARING PRINT AND DIGITAL CAMPAIGNS FOR OPTIMUM RESULTS	BRINGING THE POST OFFICE TO YOUR OFFICE - MADE SIMPLE!	SAFE AND SECURE - PROTECTING YOUR BUSINESS INFORMATION WITH THE USPS	REDISCOVER RETURNS FROM THE USPS	FROM ZERO TO E-DOC IN PLAIN ENGLISH	
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VENDOR RECEPTION - EXHIBIT HALL

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Wednesday, April 4

8:00AM-9:00AM -- EXECUTIVE BRIEFING

Time / Room	NAPLES 3	NAPLES 1&2	TAMPA	TALLAHASSEE	SANIBEL	SARASOTA	MIAMI	SUN C
PERIOD 17 8:00 AM-9:00 AM	YOU DON'T HAVE TO BE A DOCTOR TO HAVE GOOD BEDSIDE MANNERS	BREATHING NEW LIFE INTO DIRECT MAIL	HOW TO APPLY DISNEY'S CREATIVE SPIRIT TO YOUR WORLD	DIRECT MAIL RECHARGED	VOLUNTEERS - THE ANSWER TO YOUR BUDGET WOES?	EFFECTIVE LEADERSHIP AND THE ROLE OF MENTOR	KEYS TO DEVELOPING HIGH PERFORMANCE TEAMS	

9:00AM-1:00PM - EXCLUSIVE EXHIBIT HALL TIME

11:30AM-1:00PM - LUNCH IN THE EXHIBIT HALL

Time / Room	NAPLES 3	NAPLES 1&2	TAMPA	TALLAHASSEE	SANIBEL	SARASOTA	MIAMI	SUN CD
PERIOD 18 1:15 PM-2:15 PM	MEET THE GLOBAL EXECUTIVES AND TALK ABOUT WHAT YOU WANT	OFFICER LEAD FOCUS GROUP	OFFICER LEAD FOCUS GROUP	COLORING OUTSIDE THE LINES - INNOVATIVE USES FOR THE IMb	SIMPLIFY YOUR MULTI-LOCATION SHIPPING	MEASURING AND IMPROVING EMPLOYEES' PERFORMANCE	AREA LEAD FOCUS GROUP	AREA LEAD FOCUS GROUP
PERIOD 19 2:30 PM-3:30 PM	MORE AUTOMATION, MORE PROFIT	REPEAT WHEN GENERATIONS COLLIDE - A NEW DIVERSITY ISSUE		OFFICER LEAD FOCUS GROUP	OFFICER LEAD FOCUS GROUP	OFFICER LEAD FOCUS GROUP	AREA LEAD FOCUS GROUP	AREA LEAD FOCUS GROUP
PERIOD 20 3:45 PM-4:45 PM	REPEAT NEW ECONOMICS OF PRODUCTION MAIL	REPEAT HIRING AND INTERVIEWING - BEST PRACTICES ON BOTH SIDES		GUIDE TO MAINTAINING ADDRESS AND MAIL QUALITY	REAP THE BENEFITS OF INTELLIGENT MAIL FULL SERVICE	AREA LEAD FOCUS GROUP	AREA LEAD FOCUS GROUP	AREA LEAD FOCUS GROUP

COCKTAILS AND CLOSING DINNER

NPF AFTER HOURS CLUB

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