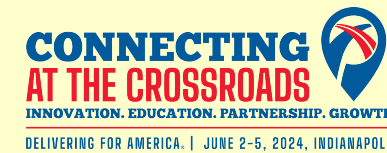




**National Postal Forum 2024 | Indiana Convention Center
Indianapolis, IN | June 2-5**



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 ✉	MTAC	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								



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Monday – June 3

8:00 AM - 9:30 AM	PMG Keynote – Sagamore Ballroom – Convention Center								
9:30 AM - 4:00 PM	Exhibit Hall Hours (9:30 AM - 4:00 PM) and Exclusive Exhibit Hall Time (9:30 AM - 11:00 AM, 3:15 PM - 3:45 PM and 12:00 PM - 1:00 PM)								
ROOM	Ballroom 500	Wabash 1	Wabash 3	120/121	122/123	124	125	126/127	128
PERIOD 4 11:00 AM - 12:00 PM		AIM Workshop	Do Something! To Break Down 5 Mailing Operation Growth Barriers ✉	Boot Camp For Mail Center Managers - Part 1 ✉	Do You Know How Much Returned Mail Costs Your Company?	Advocate for Yourself and Your Team to Cultivate Success in the Fast Lane ✉	Cross-Border eCommerce Trends for 2024	Elevate Print Marketing with Omnichannel Strategy: Technology ✉	PCC Bootcamp Day 1
12:00 PM - 1:00 PM	Lunch in the Exhibit Hall								
PERIOD 5 1:00 PM - 2:00 PM	Delivering Sustainable Results	Imagine & Innovate: Shaping the Next Chapter of Marketing Mail ✉	USPS Shipping Solutions ✉	Pulling Gold Out of Your Database	Unlocking Trust - Safeguarding Customer Data	Lessons from Political Mail	Building Inclusive Capacity from the Top Down, Middle Out and Bottom Up	The Address Quality Advantage ✉	Time Management in the Hybrid Work Environment
PERIOD 6 2:15 PM - 3:15 PM	Revitalizing Facilities for our Modern Network	Strategies for Cost Optimization in Mail Production and Postal Operations ✉	Address Management: Corporate Level Impact Requires Corporate Level Thinking	Driving Operational and Cost Efficiency for Technology ✉	What's Happening in International Business	Why Should I Buy From You? Cracking the Code: The Psychology Behind High Performance Campaigns	Career Transitions: What We all Need to Know (and Remember)	Supplier Proposal Evaluation/Best Value Source Selection	Technology Solutions for Shippers and Shipping Software Providers ✉
PERIOD 7 4:00 PM - 5:00 PM	From the Dock to the Door: A New Retail Experience	Optimize Content Creation Through Generation AI	Digital Direct Mail: Where Art, Science and Execution Connect! ✉	Green Mailing: Transforming Postal Services for a Sustainable Future	Highlights of Shipping Advantages with USPS Ground Advantage	PCC Bootcamp Day 2	Keys to Maximize Your Effectiveness ✉	Supplier Registration & On-Boarding and Supply Chain Relationship Management	The Global Postal Network and US International Mail
5:30 PM - 7:00 PM	PCC Reception – JW Marriott Ballroom								



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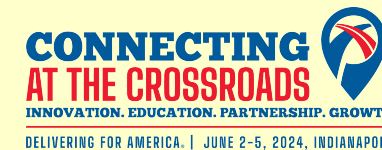


Tuesday – June 4

ROOM	Ballroom 500	Wabash 1	Wabash 3	120/121	122/123	124	125	126/127	128
8:00 AM - 9:00 AM	Tuesday General Session – Sagamore Ballroom – Convention Center								
9:30 AM - 5:30 PM	Exhibit Hall Hours (9:30 AM - 5:30 PM) and Exclusive Exhibit Hall Time (9:30 AM - 11:00 AM and 4:00 PM - 5:30 PM)								
PERIOD 8 11:00 AM - 12:00 PM		Leadership Looks Good on You: Success Strategies from Dynamic Leaders in the Mail	Returns Impacting Your Bottom Line? Affordable USPS Returns Solutions	Boot Camp For Mail Center Managers - Part 2	Achieving ROI Through Strategic Investments in Direct Mail	Jewels for Your Journey	Influencing the Future Generation of Marketers	Automated Tracking of a Piece of Mail	Driving Supply Chain Sustainability
12:00 PM - 1:00 PM	Lunch in the Exhibit Hall								
PERIOD 9 1:30 PM - 2:30 PM	The Evolution of USPS Transportation Strategy: Connecting the Dots Between the Network and Customers' Needs	The Informed Delivery Ecosystem: New Features and Enhancements	Seamless Acceptance and Informed Visibility Work Together	The Renaissance of Print in the Print-to-Consumer Era: Mastering Digital Synergy for Marketing Triumph	Expanding USPS Connect Reach of Final Mile Delivery for Customers and Consumers	Adding Value to the Mail with Data Analytics	Driving Direct Mail Results with Embellishments and Digital Engagement	Leadership and Management in a Remote Workplace	Topics in Information Technology Contracts - Privacy and Security Requirements
PERIOD 10 2:45 PM - 3:45 PM	A New Delivery Fleet to Serve America's Needs	Peer to Peer	The 5 Pillars of Supply Chain Success	Digital Channels, Direct Mail and Digital Marketing Platforms: The Big 3 of Omnichannel Marketing	State of GenAI 2023 and Beyond: Implementation, Adoption and Success	Shipping Industry Trends	Stepping up to the Plate: Overcoming the Fears of Taking the Lead	Vroom, Vroom! Inkjet Innovations Deliver Speed, Security Affordability and Openability for your Mail Pieces	Topics in Mail & Operational Equipment Contracts - Package Sorting Technology and Material Handling Systems
4:00 PM - 5:30 PM	Exhibitors' Reception – Exhibit Hall								



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Wednesday – June 5

ROOM	Ballroom 500	Wabash 1	Wabash 3	120/121	122/123	124	125	126/127	128
PERIOD 11 8:00 AM - 9:00 AM	Confidence in the Mail and Securing Tomorrow's Deliveries	Grow Through the Power of Connections	How the First Class Stamp has Become the Best Marketing Technique in 2024	Learn about affordable, upfront and transparent pricing options with USPS, which will reduce your surcharges and accessorial fees.	Mentoring for Staff Development and Professional Growth	HAZMAT and Dangerous Goods 101	Unlocking Satisfaction: The USPS Resolution and Support Guide		Getting Personal with Data
PERIOD 12 9:15 AM - 10:15 AM	PMG Town Hall Meeting (ends at 10:45)	Grow Through Expanding Your Team	Amplify Direct Mail Effectiveness with Data-Driven Audience Insights	Managing the Postal Lifecycle of Transactional Print and Mail Operations Preparing a Long-Term Strategy for Governance	Making the Mail Room the Hero of the Organization	The Future of Direct Mail 2024: Marketer and Consumer Insights	Maximize Benefits Through Supply Chain Solutions "CO" Services		From Stress to Success
PERIOD 13 10:30 AM - 11:30 AM		Grow and Add Value to Your Employer	The Relevancy of Printed Mail in 2024, in an AI Environment	Enterprise Payment System (EPS) and Enterprise Post Office Boxes Online (EPOBOL) and the Future of Payment Technologies	Protecting the Mail - New Technologies Being Deployed by the Postal Service to Defend Mail Carriers and Physical Mail	Streamlining Success: The Impact of Centralizing Mailing Data	Smart Solutions - Content Designed to Mail & Ship!		The Modern Marketer
12:00 PM - 1:30 PM	Lunch with Guest Speaker – Sagamore Ballroom – Convention Center								
PERIOD 14 2:00 PM - 3:00 PM		Grow Through Self-Branding	Understanding and Implementing Address Element Correction (AEC) to help Keep Your Mail Deliverable	Analytics Amplified: Unleashing Business Insights Through Data	Success with USPS IMbA - Intelligent Mail Barcodes Fuel Efficiency	Mail Production Workflow in the Cloud - How to Harness the Power	Developing Innovative Leaders		Creating Business Efficiencies and Customer Engagement with Informed Visibility Mail Tracking and Reporting
PERIOD 15 3:15 PM - 4:15 PM		Grow Through Self-Actualization							
7:00 PM - 10:00 PM	Closing Event – Indiana Roof Ballroom								



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Designing Shipping Solutions for a Competitive Edge

Growing the Mail Through Innovation

Leadership Strategies for Professional Enrichment

Operations Efficiency From Mailing Preparation to Delivery

Pioneering the Future: Innovative Data Technology Solutions

Supplier Connections: Supply Chain and Transportation Strategies for Success

"✉" Qualifies for: Direct Mail Marketing Course Certification

"📈" Required for: Mail Center Manager Growth Course Certification

