

# Mini-Guide to the 2018 National Postal Forum



**INFORMED  
CUSTOMERS**



**CUSTOMER  
EXPERIENCE  
DELIVERED**

San Antonio, TX • May 6–9, 2018

**A “quick reference” companion on how to get the most out of your National Postal Forum experience!**





# The Premier Mailing Industry Event



Each year at the NPF, over 100 USPS representatives and industry experts come together to teach business owners and industry professionals how to improve their mailing operations and increase profits with involvement and collaboration within the mailing industry.

Multidisciplinary topics, based on professional interest are arranged into educational tracks and typically include:

- **Omni-Channel Marketing**
- **Emerging Technologies**
- **Shipping Solutions**
- **Leadership Skills**
- **Mail Piece Design**
- **Fulfillment**
- **Data Processing and Analytics**
- **Safety and Security**
- **Niche Mailing**
- **College and University, Nonprofit, Government and Periodicals Specific Topics**
- **Technology**
- **Proper Addressing and Mail Acceptance Practices**
- **Package Shipping**
- **USPS-led topics regarding Policy and Regulation and Industry Projections**

# Education Tracks & Workshops



The NPF educational and workshop curriculum extends far beyond any other shipping and mailing industry event. With more than 115+ workshops across several industry-specific categories, there is always something for every industry professional. The NPF track offerings are modified each year to accommodate changing needs within the industry.

The 2018 education tracks include:

[Direct Mail – The Cornerstone Of Omni-Channel And Digital](#)

[Leveraging Customer Experience With Data Analytics](#)

[Mail And Future Emerging Technologies](#)

[Shipping Innovations In An Evolving World](#)

[Streamlining Your Mail Center Operations](#)

**NPF Workshop Matrix**

You can download a QR code reader for your phone through your APP store!



# USPS Professional Certification & Workshop Training Credits



The US Postal Service Certification Program offers an opportunity for NPF attendees to expand their base of knowledge, professional skill and commitment to ongoing education through three comprehensive training courses traditionally only offered through the NCED Conference Center in Norman, Oklahoma. Upon completion of a multi-session course and passing the final exam, successful participants will receive Official US Postal Service Certification. The integration of NCED Certification courses into the cost of NPF registration (certification exam fees not included) offers attendees the potential for substantial savings over cost of attending both separately.

If you're seeking opportunities to bolster your professional credentials, try the Official US Postal Service certification courses being offered exclusively at the NPF and choose the course that is best for you.

In addition to the professional certification courses offered, attend workshops at the 2018 NPF and earn your 2018 Workshop Training Credit Certificate. This program, endorsed by the US Postal Service, rewards attendees based on their participation in the 2018 curriculum.

For more more detailed information on all of the certification opportunities available at this year's conference, please visit [NPF.org](http://NPF.org)

## **Certified Direct Mail Professional (CDMP) Program**

The CDMP course is designed to develop and strengthen core skills that build and maintain successful direct mail business. Topics include: omni-marketing, mailing list management, mailpiece creation, response rates and related technology.

## **Executive Mail Center Manager (EMCM) Course offered at NPF**

The Executive Mail Center Manager (EMCM) course is a comprehensive training program that is designed for individuals who wish to develop Mail Center Management skills. The course teaches skills needed to manage more effectively, boost productivity and cut costs. The program is sponsored by the USPS and has been developed by a professional committee with representatives from the mailing industry.

To earn official certification, **participants are required to complete all 8 modules and pass a test at the end of each.**

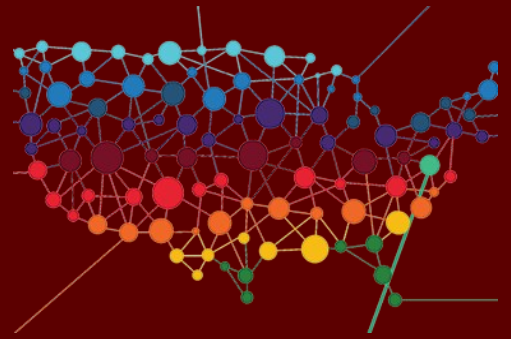
## **Mail Design Professional (MDP) Course offered at NPF**

A comprehensive 8 hour course teaching mailing industry personnel how to design mail to enhance its compatability with the US Postal Service automated equipment and how to achieve lower postage through automation.  
(USPS MDP certification is available upon successful completion of the course assessment and **required exam**.)

## **Demonstrate your dedication with USPS Professional Certification!**

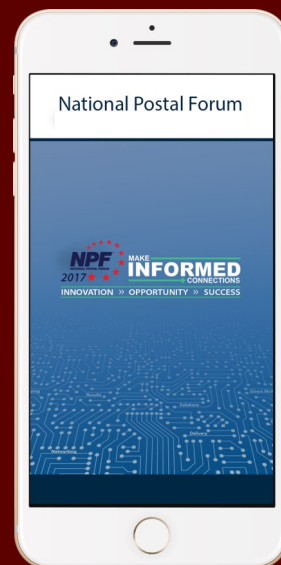
USPS Professional Certification is a four level participation based program. Each level certifies attendance to a required number of workshops.

# TIPS FROM THE PROS



- Follow the 30-30-30-10 Rule. 30% in classes, 30% at trade show, 30% networking and 10% - have fun!
- Ask questions in sessions. This helps you, the other attendees, and the instructor.
- Make a list of vendors you want to see before you get to the show. Map out a route to that vendor or use the National Postal Forum App.
- Make a point to see at least three vendors that you don't know. Use this time to expand your knowledge of the industry. You never know who you'll need to call tomorrow.
- Have fun!
- Do not spend evenings in your room. Get out and meet/mix with people. "The best education is not always in the seminars"
- Actively participate in all of the sessions you attend. It has been scientifically proven that when a person engages in group discussion they retain more of the information. People pay good money to attend so they should speak up.
- We also encourage people to network. Play a little game with a co-worker or co-attendee by seeing which of you can get the most business cards. Obviously it is not just about exchanging cards, but they should learn something about that person or about the company represented by that person on the card.
- Always attend the social "Networking" events that are in the evening.....you'd be amazed at what you can learn from other attendees.
- If you are in a session and it is not what you expected or too basic/complex, walk out and go to a different one. Don't waste valuable time when you aren't getting anything out of it.
- Try to visit as many vendors as possible - often times you learn more from them with one-on-one contact and the ability to ask questions.
- Wear comfortable shoes!!





### **Download the National Postal Forum 2018 Mobile App!**

- View [Schedule](#) to browse sessions and select those you plan to attend.
- Search for [Exhibitors](#), tag your favorites, request meetings, add notes and map booth location.
- Find your favorite [Speakers](#) and view their sessions.
- Use [Maps](#) to locate your favorite booths on the show floor.
- Find all your favorite exhibitors listed in your [Personalized Planner](#).
- Tune into exclusive updates, notifications, and show highlights from show management.
- Add notes in [My Notes](#) and email them to yourself and/or others.
- [Browse Products](#) to view full color pictures of the latest products & innovations from exhibitors.
- Tune in to special events and promotions being showcased by exhibitors.
- Research various session [Topics](#) under tracks. Click on track name to view related sessions.
- Read, follow and comment on tweets from your fellow attendees and from exhibiting companies.

Did you know?

*San Antonio is a major city in south-central Texas with a rich colonial heritage. The Alamo, an 18th-century Spanish mission preserved as a museum, marks an infamous 1836 battle for Texan independence from Mexico. Following the San Antonio River, the miles-long River Walk is a landmark pedestrian promenade lined with cafes and shops. HemisFair Park's 750-ft. Tower of the Americas overlooks the city.*

# The Exhibit Hall

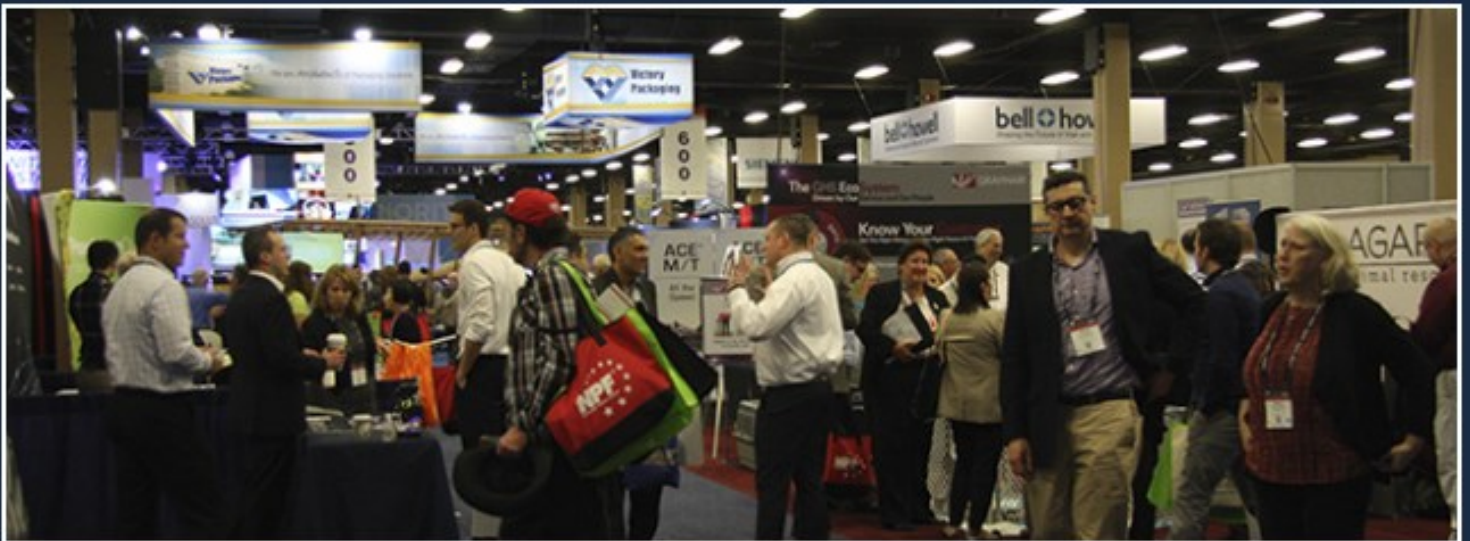


**NPF has the largest, most comprehensive and exciting exhibit hall in the mailing and shipping industry.**

Offering a one-stop destination where attendees seeking to strengthen their services can find solutions, tools and technologies to improve their operations. Whatever mail or shipping related service you are looking for, whether it involves production software or equipment required for your operation, you can find it on the NPF exhibit floor.

## What you will find in the Exhibit Hall:

- 100+ Innovative Exhibitors
- USPS Consultation Center
- Wi-Fi Station
- Exhibitors' Reception
- Daily and Grand Prize Drawing
- USPS Booth
- Mailing Industry Resource Pavilion
- Networking Center
- Lunch and Dessert Breaks
- Solutions Theater



**More than 100 of the mailing industry's top suppliers** are on hand sharing solutions on the Exhibit Floor. Throughout the Forum, sessions will break for extended periods in order to guarantee that you will have time in the Exhibit Hall without having to miss any workshops. What's more, you'll find the USPS Service and Consultation Center back on the exhibit floor — offering more solutions and expertise for all NPF attendees.



# The Exhibit Hall



## NPF Learning Lab



**The NPF Learning Lab, formally The NPF Solutions Theater**, a very popular attraction, provides attendees in the Exhibit Hall a sneak preview of the hottest topics being addressed during the Forum. Featuring multiple mini-sessions daily, the NPF Learning Lab provides a well-balanced mix of education, direction and ideas – along with an "Ask the Expert" station!

## The USPS Consultation Center



**Top postal experts are available for consult** — right on the exhibit floor! Meet with postal representatives offering their latest insights on everything from mailing and shipping to marketing and online solutions, plus much more. So bring your questions and curiosity — you won't be disappointed.

## Resource Pavilion



Meet, greet and consult at the NPF Resource Pavilion. **Here, representatives from all of the major mailing and shipping industry associations** will be represented and available for consultation. Why not connect and find out how you can leverage their cumulative knowledge and influence to get the most out of the business of mailing and shipping?

## Wi-Fi Station



**Check your email, touch base with the office or just relax** — that's what the Wi-Fi Station is all about.



# TRAVEL INFORMATION



## San Antonio International Airport

San Antonio's [airport](#) is only 8.5 miles from the downtown business district -- about a 15-minute drive -- which is unusual for a major metropolitan area. This means that once you land at the airport, you're just minutes from downtown and major resorts. And once you're here, getting around is a snap thanks to our wide selection of transportation options, including the [VIVA by VIA service](#), [River Taxi](#), Cabs, [Uber](#), and [Lyft](#). If you have questions about how to get around, the [Visitor Center](#) is a good source of up-to-the-date information. See our guide to getting around San Antonio!

## Additional Resources:

You can download a QR code reader for your phone through your APP store!



Testimonial Video



Promotional Video



# National Postal Forum

## May 6 - 9, 2018 San Antonio, TX

- |                                     |                  |
|-------------------------------------|------------------|
| 1. Grand Hyatt San Antonio          | 600 E Market St. |
| 2. Hilton Palacio del Rio           | 200 S Alamo St.  |
| 3. San Antonio Marriott Riverwalk   | 889 E Market St. |
| 4. San Antonio Marriott Rivercenter | 101 Bowie St.    |

