



National Postal Forum—Gaylord Opryland Resort and Convention Center



4325

Sunday–April 27

ROOM	Presidential Ballroom D		Ryman Ballroom ABDE	Ryman Ballroom CF	Ryman ABC	Ryman DE	Ryman FG	Ryman L	Ryman MNO	Ryman PQR
PERIOD 1 1:30 PM - 2:30 PM	Delivering for America: Insights, Challenges, and Innovations		Orientation Session	The Modern Art of Marriage Mail	Revolutionizing Direct Mail with Augmented Reality	✉ Smart Strategies - Intelligent Mail Barcode Options	✉ Unlocking Direct Mail Growth: AI and Omni-Channel Strategies to Boost Campaign Success	How to Maintain Relevance and Connections while Reducing Cycle Times and Costs	Protecting Mail & Carriers: USPS Security Innovations	Getting the Most Out of Your Address Matching Software
PERIOD 2 2:45 PM - 3:45 PM	From Concerns to Solutions: Enhancing Public Service Responsiveness		Innovation Workshop	✉ Address Quality 101	✉ Mining Insights Faster to Boost Direct Mail Performance	USPS Integration	Enhancing the Customer Experience (CX) with Artificial Intelligence (AI)	MTAC - What's Changed, What's New and How to Get Involved	USPS Shipping 101	✉ Direct Mail Excellence: High-Volume Performance and Integrations
PERIOD 3 4:00 PM - 5:00 PM			Innovation Workshop	PCC General Session and Leadership Awards	📈 Managing Postal Oversight: Strategies for Transactional Mail Success	Upskilling in the Automation Age: A Competitive Edge for the Postal Industry	Automations in Action: Underutilized Automations in Preproduction Workflows	✉ Do Your Read Me? Mastering the Psychology Behind Super-Successful Direct Mail Campaigns	USPS Branded Packaging Supplies	The Positive Power of Stress Re-visited: Unlocking Mindfulness
5:30 PM - 7:00 PM	Welcome Reception – Delta Garden									



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Monday—April 28										
8:00 AM - 9:30 AM	PMG Keynote – Delta Ballroom									
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	Presidential Ballroom D		Ryman Ballroom ABDE	Ryman Ballroom CF	Ryman ABC	Ryman DE	Ryman FG	Ryman L	Ryman MNO	Ryman PQR
PERIOD 4 11:00 AM - 12:00 PM	Rebuilding USPS’s Infrastructure: Redesigning our Future		✉ Panel Discussion with 2024 Promotions Award Recipients	📈 Bootcamp for Mail Center Managers Part 1	Direct Mail and AI - Where Traditional Meets New Age	AI for All: Inclusive Design in Action	Mastering the Mailer Scorecard	Working with Postal and Client Data at Scale: Modern Strategies for Data Management	✉ The Future of Direct Mail 2025: Marketer and Consumer Insights	Co-Magic: Innovations that Deliver
12:00 PM - 1:00 PM	Lunch in the Exhibit Hall									
PERIOD 5 1:00 PM - 2:00 PM	USPS Information Technology to Accelerate Operational Precision		Bridging the Gender Gap	✉ Direct Mail Showcase	✉📈 AI in the Mailroom? Absolutely!	Package Trackology	📈 Mastering Mail: Achieving Excellence in Productivity, Compliance and Delivery	Delivering Supply Chain Excellence	✉ The State of Direct Mail: Data-Driven Insights Boost Engagement and ROI	Informed Delivery: Elevating Your Physical to Digital Marketing Strategy
PERIOD 6 2:15 PM - 3:15 PM			Women in Leadership - Pathways to Success in Direct Mail	📈 Return Mail - Demystified	PCC Tools for Membership Growth	Supplier Relationship Management: People, Process, Technology	✉ Attracting a New Generation	✉ Transforming Direct Mail Campaigns with Generative AI: Strategies for Success	Mailing Mayhem: How Data Saves The Day	✉ Building Mailing Lists & Campaigns with Superior Outcome
PERIOD 7 4:00 PM - 5:00 PM	Delivering America Forward through an Integrated Operational Network		Women Who Get it Done - Leadership, Action and Impact	Hot Topics for a Competitive Advantage	✉ Reach New Heights: Messaging Strategies for Direct Marketers	Topics In Information Technology Contracts - Privacy, Artificial Intelligence, Cyber Security	How are you Really? Creating a Healthy Culture of Innovation	Shipping Made Easier with Click-N-Ship	What's Happening in International Mailing & Shipping	✉📈 Successfully Managing Your Operations
5:30 PM - 7:00 PM	PCC Reception – Tennessee Ballroom									



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Tuesday—April 29									
ROOM	Presidential Ballroom D	Ryman Ballroom ABDE	Ryman Ballroom CF	Ryman ABC	Ryman DE	Ryman FG	Ryman L	Ryman MNO	Ryman PQR
8:00 AM - 9:00 AM	Tuesday General Session – Delta Ballroom								
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		AIM Workshop	✉ Delivering Growth in Direct Mail: Turn Challenges Into Big Opportunities	Unleashing Your Best Self: The Key to Self-Actualization	✉ AI and Emerging Tech in Direct Mail to Lift ROI	✉ 📈 Mastering the Three P's Paper, Print and Postage	Leadership, Management in Remote Workplaces - Recruitment, Retention and Training	✉ Modernizing Mail Production Operations for the Future	✉ Bootcamp for Mail Center Managers Part 2
12:00 PM - 1:00 PM	Lunch in the Exhibit Hall								
PERIOD 9 1:30 PM - 2:30 PM	Retail and Delivery Services – Investing in Local, Investing in You	✉ Direct Mail Master Class: Taking Your Impact to 11	Address Quality 201	✉ USPS Promotions: What Savings Opportunities Are you Missing	✉ Mentoring for Staff Development and Professional Growth	We've Got an API for That	Evolution of USPS Contracts: Navigating the USPS Landscape	Target Marketing - The Power of Data-Driven Strategies	Quantum Technology - Leveraging Tomorrow's Technology for Data-Driven Success
PERIOD 10 2:45 PM - 3:45 PM	Innovating Sales Strategies: Enhancing Mail and Shipping Solutions	Peer to Peer	✉ Innovations and Ideas that Elevate Your Envelope	The Sky's the Limit: Moving Mail Processing into the Cloud	Effective Fundraising Methods for PCC's	Requirements, Challenges, & Lessons Learned from Nonprofit Mail	✉ The Modern Campus Mail Center is Smart, Organized & Profitable	✉ The Tactile Advantage - Revolutionizing Marketing and Customer Engagement Through Direct Mail	Leading Forward: Harness Data & Technology for Operational Excellence
4:00 PM - 5:30 PM	Exhibitors' Reception – Exhibit Hall								
8:00 PM - 11:00 PM	NPF's Got Talent – Presidential Ballroom BC								



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Wed–April 30										
ROOM	Presidential Ballroom D		Ryman Ballroom ABDE	Ryman Ballroom CF	Ryman ABC	Ryman DE	Ryman FG	Ryman L	Ryman MNO	Ryman PQR
PERIOD 11 8:00 AM - 9:00 AM	Securing the Mail and Shipping Experience from Click to Delivery		✉ Leadership in Motion: Driving Change Through Influence	Enhancing Customer Experience with Computer Vision Incentives	From Mailbox to Mobile: Turning Direct Mail into Instant Action	📈 Unlock Innovation and Creative Solutions to Enhance Mail & Distribution, Shipping & Printing Services	USPS Pricing Options	Next-Gen Talent Management: Powered by Innovative Technology Solutions	USPS Customer Experience Revisited	
PERIOD 12 9:15 AM - 10:15 AM			Leading the Charge: Strategic Leadership in a Tech-Driven Logistics World	📈 Seamless Acceptance - An Excellence Driver	Route Revolution: AI Solutions For Speedy Last-Mile Deliveries	Basics of Periodicals	Effective Strategies for Minimizing Postage Costs	Developing Future Leaders – Transformative Powers of Mentorship		
PERIOD 13 10:30 AM - 11:30 AM			✉ How to Create a Feedback Culture	General Promotions Session	Win the Shipping Race with USPS Ship	✉ Tying All of Your Marketing Channels Together with Informed Visibility	Balancing Tradition and Innovation: Sustainable Trends in Marketing	A Dive Into the Digital Mail Journey		
12:00 PM - 1:30 PM	NPF Partnership Recognition Luncheon – Delta Ballroom									
PERIOD 14 2:00 PM - 3:00 PM			✉ Best Practices of Leaders and How to Apply Them to Your Job	Succeeding as a Mailer: How to Improve Efficiency While Cutting Costs	✉ How to Create Efficiencies in Preparation and Process to Make ROI Better	API Deep Dive for Integrating with USPS	Turning Big Data & Mail Tracking Insights into Action	Integrating with the USPS Smart Lockers Platform for Safety, Security & Convenience	✉ Innovate and Elevate: Continuous Contact Strategies for Direct Mail Success	
PERIOD 15 3:15 PM - 4:15 PM			✉ Could Your Personality Damage Your Career	Maximize Your Marketing Impact: Integrating Real-Time Personalization and Analytics	USPS Focus on a Circular Economy	✉ Value through Visibility—Creating Business Efficiencies and Customer Engagement	Facilities and Fleet Acquisition Portfolio: Current Initiatives and Supplier Expectations			
7:00 PM - 10:00 PM	Closing Event – Delta Ballroom									



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TRACK LEGEND
USPS Executive Leadership Session
Data, Technology, and Visibility for Tomorrow's Competitive Advantage
Driving Mail Growth with Cutting-Edge Innovations
Operational Excellence from Mail Setup to Delivery
Professional Growth through Strategic Leadership
Shipping Solutions for a Greater Advantage
 Qualifies for Direct Mail Marketing Certificate
 Qualifies for Mail Center Manager Certificate

