



THE 2023 NATIONAL POSTAL FORUM: AN INVESTMENT WELL WORTH THE TRIP

**DELIVERING
FOR AMERICA**

VISION. STRATEGY. ACTION.

ATTEND THE
NATIONAL POSTAL FORUM
IN CHARLOTTE, NC
MAY 21-24, 2023

The National Postal Forum is the industry’s largest mailing and shipping conference that gives business professionals the most current information about United States Postal Service programs, initiatives, and solutions. The goal is to provide attendees with information to cut costs, and to develop effective mailing strategies that increase the return on mailing investment dollars.

PROVEN RESULTS

OVERVIEW:



EDUCATION:

- Get in on the most effective, efficient ways to utilize the USPS
- Learn ways you can save money through Promotions and cutting-edge solutions
- Add big value to your professional development with USPS Professional Certifications
- Back at the office, share what you’ve learned with colleagues via online session materials



TECHNOLOGY:

Witness up close the most current technologies in action that can streamline operations and reduce costs.



NETWORKING:

Take advantage of invaluable opportunities to exchange experiences and ideas with fellow marketing and mailing industry pros.

POSTMASTER GENERAL LOUIS DEJOY KEYNOTE ADDRESS – MONDAY, MAY 22, 2023

TRANSFORMING USPS

Louis DeJoy – the 75th Postmaster General of the United States – will deliver remarks centered around the *Delivering for America* plan, a blueprint for putting USPS on a positive trajectory with new opportunities for the mailing and shipping industry. The Postmaster General will update attendees on the progress to dramatically improve on-time delivery, the road to USPS financial sustainability and the multitude of strategies underway to change and improve the USPS delivery network. This engaging talk will showcase some of the organization’s highlights over the past several months, and the upcoming priorities to position USPS, and its customers, well for the future.



NETWORK REDESIGN KEYNOTE – TUESDAY, MAY 23, 2023

NETWORK REDESIGN KEYNOTE ADDRESS

Attendees will hear first-hand from senior USPS leaders how an integrated mail and package delivery network will enhance service commitments and performance for business mailing customers, and ultimately the American public. This keynote address will provide you with an understanding of the significant changes that the USPS management team is now putting in place – to create a more efficient and high-performing organization better able to serve the mailing industry.

WHO’S COMING TO THE 2023 NPF

INDUSTRIES REPRESENTED AT NPF

Banking, Catalog, Colleges/Universities, Credit Card, Credit Union, Database Marketing, Direct Mail/ Advertising, eCommerce/Internet, Election Mail Officials, Federal Government, Financial Services, Fulfillment, Health Care, Hotel/Travel, Insurance, Lettershop, Mail Order, Mailing and Shipping Trade Associations, Manufacturing, Marketing, Military, Nonprofit, Parcel Shipping, Presort, Printing/Publishing, Real Estate, Retail Business, Shipping Partners, Small Business, Software Development, State & Local Government, Telecommunications, Transportation, Utilities, USPS Suppliers, and many more...

COMPREHENSIVE EDUCATION*

PRESENTATIONS AND WORKSHOPS

- USPS Officers discussing their *Delivering for America* priorities and activities.
- 100+ industry and postal workshops focusing on:
 - **Mailing Solutions:** Education centered around ways to strengthen the value of mail, share insights, and cutting edge marketing trends that generate ROI.
 - **eCommerce Solutions:** eCommerce success with quicker and more affordable delivery.
 - **Data, Technology, and Visibility:** Learn how technology is changing the industry and creating information to drive decision-making.
 - **Product Solutions:** Better mailing solutions using centralized operations to improve reliability and streamline delivery.
 - **Leadership and Professional Development:** Learn new skills for your personal improvement path to further develop yourself and your teams.

MAIL DESIGN PROFESSIONAL (MDP) COURSE

A comprehensive eight-hour course teaching mailing industry personnel how to design mail to enhance its compatibility with USPS automated equipment, and how to achieve lower postage through automation. MDP is a two-year certification that offers a professional designation to all graduates.

SPECIAL, TARGETED SYMPOSIUMS AND EDUCATIONAL CONTENT

Various niche industries attend NPF to hear about specific topics related to their field of expertise. Several symposiums have been created to address topics for:

- Small Businesses
- Government Officials
- Election Mail Officials
- Digital/Direct Mail Marketers

**Content and schedules subject to change.*

EXHIBIT HALL AND NETWORKING EVENTS

HOSTING THE MAILING AND SHIPPING INDUSTRY'S LARGEST EXHIBIT HALL

- 100+ of the industry's most innovative manufacturers and service providers
- Value-Added groups represented in the "Resource Pavilion"
- Appointment-only individual sessions with USPS subject matter experts at the NPF Consultation Center

GENERATING NEW CONTACTS AND SHARING IDEAS THROUGH PROFESSIONAL NETWORKING

- Four evening events designed to generate professional conversation in a relaxed environment
- Peer-to-Peer roundtable discussions
- Special event planned to take place at the NASCAR Hall of Fame

LOCATION AND BUDGET

LOCATION, LOCATION, LOCATION

For the first time ever, the 2023 National Postal Forum will be held in downtown Charlotte, NC. Conference attendees can enjoy the modern Convention Center and NPF hotels, which are all within convenient walking distance to the convention center. Plus, downtown Charlotte features restaurants, parks, and outdoor activities.



COSTS

- Conference Registration: \$800 – \$1000
- NPF Partner Hotels: \$234 – \$289 per night
- Meals: Included with Full, 3-Day, and 2-Day registrations
- Affordable Airfare through Charlotte Douglas Int'l Airport (CLT)

FOR
ADDITIONAL
DETAILS AND TO
REGISTER VISIT
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Sponsorship opportunities available