

Justifying Your MAILCOM Participation

Justifying your attendance at MAILCOM is sometimes necessary when the benefits of professional education are not clearly understood. But once known it becomes clear why the leading organizations and professionals are actively involved in MAILCOM year after year. The huge ROI that comes with improving mail and distribution operations is one of those benefits.

Mail, documents, and distribution can account for 10% or more of a company's SG&A (selling, general and administrative expenses). Reducing those costs are a direct benefit to the bottom line.

10 Reasons To Attend MAILCOM

MAILCOM expert-led seminars & training sessions show you how to:

① **Lower postage and shipping costs:**

by utilizing the latest postal discount programs, improving address quality, negotiating lower shipping costs, and optimizing mailings. Or, by eliminating some mailings altogether.

② **Speed payments, improve cash flow:**

by focusing on incoming mail and remittance processing efficiencies. Even in the world of online payments, a significant amount of revenue comes through the mailroom.

③ **Optimize support service processes:**

by learning how other organizations streamline documents and distribution and implement Best Management Practices. Printing and distribution protocols need to be constantly evaluated for efficiency and cost-savings.

④ **Cut labor costs in operations:**

through improved workflows, ergonomics, and enhanced scheduling. Doing more with less staff is a principle goal of all professional managers.

⑤ **Utilize cheaper technology options:**

by breaking single vendor holds on technology and finding new providers of better products. Soft-costs like maintenance and service agreements are also fertile fields of savings.

⑥ **Discover lower-cost solutions:**

by evaluating the rationale for current technology, vendors and processes. New opportunities in digital mail and outsourcing, for instance, can deliver more for less.

⑦ **Become inspired to succeed:**

by becoming a better manager and team leader. When the manager or supervisor is motivated to succeed and learns how to lead, the staff will surely follow.

⑧ **Build a network of industry contacts:**

who can share success stories or serve as points of reference. Contacts can be in like industries as well as postal and vendor sources, people you can turn to for advice.

⑨ **Secure your mail operations:**

by identifying potential threats and weaknesses in your organization and implementing security and disaster recovery plans. The mailroom is the most vulnerable part of an organization's security.

⑩ **Add value to stakeholders:**

by better serving department needs within the company, and returning savings to the bottomline with an internal customer service focus.

Discounted Group Rates Let You Bring Staff & Colleagues!