



BOOT★CAMP

MAILCOM ONE-DAY INTENSIVE SEMINAR

Comprehensive Education & Training For Mail & Distribution

Whether you're new to mail or a seasoned veteran, the Boot Camp shows how to save your company money and improve operations!

Designed to show mailers, printers, mailrooms, direct marketers, in-plants, and office operations how to:

- ✓ Cut postage costs and improve delivery
- ✓ Improve address quality and data management
- ✓ Solve Returned Mail problems
- ✓ Streamline mail and distribution operations
- ✓ Optimize Your Mail Center Spend
- ✓ Enhance targeted marketing data
- ✓ Maximize postal discount programs

Plus you will learn:

- ✓ U.S. Postal Service Rules & Regulations
- ✓ Secrets to being a Great Mailer
- ✓ How to manage USPS issues enterprise-wide
- ✓ Outsourcing Assessment Strategies
- ✓ How to avoid Mailer Scorecard penalties
- ✓ Direct mail strategies in the omnichannel
- ✓ Leadership and professional development



MAILCOM is the world's largest educational organization for mail communications and distribution management. Now in its 39th year of professional service, MAILCOM is sponsored by the Mail Systems Management Association and MAIL Magazine/Official Mail Guide. **Learn more at www.mailcom.org**

BOSTON JUNE 13, 2019
DOUBLETREE HOTEL

MAILCOM Boot Camp is a great educational opportunity for your personnel — and ensures they have the mailing knowledge necessary for dealing with the USPS. Can't make it? Send someone from your team for this invaluable training opportunity! (And you can send additional staff to the Boot Camp for only \$75.)

SCHEDULE

Boot Camp Start Time: 9:00am
Break for lunch (cafe on premises): 12:00-12:45pm
Boot Camp Resumes: 12:45pm
Boot Camp Concludes: 3:45pm

+ Attendees earn credit towards MCOM and CMDSM professional certification

+ Certificate of Achievement issued upon completion of the MAILCOM Boot Camp

Your Boot Camp Instructor



Christine J. Erna is a nationally recognized thought leader in the postal, mail and printing industry. She is a frequent speaker at various industry events and has more than 25 years of experience in postal affairs, direct mail marketing, design, analysis, and training — including 18 years with the U.S. Postal Service as a Mailpiece design analyst and educator.

She combines extensive knowledge of postal rates, USPS regulations and technology with Six Sigma process improvement strategies to help clients analyze and improve their end-to-end mailing processes.

Winner of the 2015 Trailblazer Award, Christine is the President of Strategic Postal Advisors. One of MAILCOM's most popular educators, she is a Lean Six Sigma Green Belt (LSSGB) and Mail Design Professional (MDP).



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REGISTRATION

BOSTON JUNE 13, 2019
DOUBLETREE HOTEL

Complete this form, include payment information and send to:

MAILCOM Boot Camp
P.O. Box 451
Brigantine, NJ 08203-0451

EMAIL: mailcom@msn.com
ONLINE: www.mailcom.org
QUESTIONS: 609-264-0120

You can also register online at www.mailcom.org

REGISTRATION FEES

Bring additional staff for just \$75 each!

One Person Registration	Total Fee \$395
Two Persons Registration	Total Fee \$470
Three Persons Registration	Total Fee \$545
Four Persons Registration	Total Fee \$620

Register Today & Bring Staff For \$75 Each!

DELEGATE REGISTRATION

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PHONE _____

E-MAIL _____

ADDITIONAL NAME: _____

TITLE _____

E-MAIL _____

ADDITIONAL NAME: _____

TITLE _____

E-MAIL _____

ADDITIONAL NAME _____

TITLE _____

E-MAIL _____

REGISTRATION FEES

Includes entry to the MAILCOM Boot Camp one-day intensive seminar, supporting documentation, and a Certificate of Achievement upon completion.

Enrollment Fee \$395

of additional registrations = _____

X \$75 per additional person = \$ _____

Total Fees = \$ _____

PAYMENT INFORMATION

Payment must be received prior to the start of the Boot Camp. Attach Government PO or Military Training Form if paying by this method. Select payment method:

Check (payable to MAILCOM)

Credit Card: Visa MC Amex Disc

NAME: _____

CARD #: _____

Security Code: _____ EXP. DATE: _____

SIGNATURE: _____ DATE: _____

Upon receipt of your paid registration, we will send you a confirmation. Cancellations prior to May 31, 2019 will result in full refund; thereafter, only conference credits will be issued.