

MAILCOM 2020

40th Annual Conference



COURSE DESCRIPTIONS & CERTIFICATE PROGRAMS

March 30 - April 1, 2020 Tropicana Atlantic City, NJ

MAILCOM is the world's largest education and certification organization for mail communications and distribution management.

MAILCOM 2020

40th Annual Conference



ENROLLMENT

Enrollment includes entry to all seminars, keynotes, meals, and receptions as well as supporting documentation. A certificate signifying completion of the program will be sent, which can be applied to all professional certification credentials.

One Day

| | |
|-------------------------|-------|
| One-Day: Monday Only | \$395 |
| One-Day: Tuesday Only | \$395 |
| One-Day: Wednesday Only | \$395 |

Two Day

| | |
|----------------------------|-------|
| Two-Day: Monday-Tuesday | \$745 |
| Two-Day: Tuesday-Wednesday | \$745 |

Full Conference

| | |
|------------------------------|-------|
| Early Bird Rate (by 2/6/20) | \$845 |
| Regular Full Conference Rate | \$945 |

Group Rate Full Conference

| | |
|------------------------|-------|
| 2+ Same Co./per person | \$795 |
| 4+ Same Co./per person | \$745 |

*Register online at www.mailcom.org or use the PDF form provided inside.
Questions? Call the Registration Desk at 609-264-0120*



2020 COURSE INDEX

- Agenda & Course Schedule 04**
- Mail Systems Management 10
- Postal Mail Management 12
- Leadership/Staff Development 14
- Direct Mail & Address Management 16
- USPS Training Workshops 18
- Printing Technology & Digital Document Management 20
- Security 2020 22
- Professional Development 24
- Office & Customer Services Management 26
- Government Mail Management 28
- Package & Mail Distribution International Mail 30
- Executive & Strategic Management 32
- College & University Management 34
- Workshop Presentations 36
- Registration Fees 02**
- Registration Form 39**



MAILCOM 2020 AGENDA

MONDAY, MARCH 30, 2020

AGENDA

Professional Certification Review & Exams:

7:00am-1:00pm MSMA - CMDSM/CMDSS Exam

7:00am-1:00pm MSMA - Mail Design Consultant Exam

7:00am-1:00pm MSMA - Professional Office Services Exam

12:00-6:00pm Conference Registration Hours

1:00-2:00pm Delegate Orientation & Conference Kickoff

2:00-3:00pm Seminars Round One:

PM111: Seamless Acceptance

LD115: Leadership 101

DM118: Address Quality & Data Management Workshop

US112: Informed Delivery 101: Getting Started

PT114: Tip & Tricks for Reducing Costs In-House Print & Mail Costs

PD113: Professional Certifications: How to Earn a CMDSM, CMDSS, OSP and MDC Certification

OS119: Customer Service Roundtable Workshop

GM110: Federal Government Mail Management

CU117: Benchmarking Your College/University Mail/Delivery Operations

3:15-4:15pm Seminars Round Two:

MS120: Mail Management by the Numbers

LD124: Leadership and Management Success at Every Level

DM123: Mail Does Work!

US125: USPS Forms: How To Manage Them Like a Pro



3:15-4:15pm Seminars Round Two (cont'd):

SS122: Security Programs: Under “Normal” and “Not-so-Normal” Conditions

PD121: The Power of Networking

OS128: Managing a Successful Outsourcing Partnership

PS126: Taking the Mystery Out of International Mailing

EM126: Designing Today's Operation Centers for the Agile Workplace

4:30-5:30pm Seminars Round Three:

MS135: Diary of a New Mail Manager

PM130: Are You Claiming the Best Postage Rate?

PT132: Best Practices of High Performing Print Shops

SS238: Security Forum: Essential Training Requirements for Mail Center and Admin Personnel

GM131: Philosophy in Employee Management

PS133: Parcel Lockers: Designing a Solution to Manage Incoming Packages & Mail

EM234: The Art of Retaining Good People

CU136: College & University Roundtable\Workshop

6:00-7:30pm Opening Reception Exhibition Hall**Tuesday, March 31, 2020**

7:00am-5:00pm Conference Registration Hours

7:30-8:45am Continental Breakfast

8:45-9:45am Keynote Presentation: To Be Announced

10:00-4:00pm Exhibition Hours

10:00-11:00am Exhibition Hall Activities



11:00-12:00pm Seminars Round Four

MS242: Mail 101: Sharpen Your Mail Expertise

PM244: Undocumented Mail Pieces

LD248: Caring Environments = Employee Satisfaction

US249: Putting Informed Delivery Data to Work Strengthening Your Mailing Lists

PT240: Print & Postage Trade Secrets that Save Big Bucks

SS247: Mail & Distribution Operations: Easiest Portal for Terrorism

PD246: Is Poor Communications Destroying Your Career?

OS243: What Happens to the Midas Touch When it Comes to Customer Services?

GM245: Government Mail Operations Workshop

PS241: Mail & Package Distribution Strategies

12:00-1:00pm Annual Awards Luncheon (Buffet)

1:15-2:15pm Workshop Presentations:

Workshop Presentation #1 - Supercharging Election Mail with Informed Visibility and Informed Delivery

Workshop Presentation #2 - The Future of Mail & Distribution Centers: Using Technology to Meet Increasing Package & Mail Delivery Services

Workshop Presentation #3 - The Letters that Changed My Life

2:30-3:30pm Seminars Round Five:

PM257: Open Microphone: Periodical Q&A Roundtable

LD250: Developing Leadership Skills from Within

DM254: Understanding Address Quality Reporting

US251: Full Service & Mailer's Scorecard

PT259: Thinking about Outsourcing your Print Production?

SS253: Who Protects Your Mail?

PD255: Moving from Manager to Leader



2:30-3:30pm Seminars Round Five (cont'd):

PS258: Int'L Mail: Requirements for Capturing & Printing Foreign Addresses

EM250: Management Strategies for the Next Millennium

CU252: Package Tracking, Accountability & Productivity

3:40-4:40pm Seminars Round Six:

MS268: Dealing With Today's Challenges in Mail Management

PM266: Military Mail the Postal Service and You

LD261: Be the Boss Everyone Wants to Work With

DM262: Importance of Mailpiece Design

PT263: Using Customer Communication Management Tools to Improve Inbound Mail Processing

SS260: Mail & Parcel Screening Workshop: How Safe Are You?

OS264: Professionalism in Office Service Operations

GM267: Government Mail Security Plans: A Checklist Review

EM261: When Disaster Strikes: Are You Prepared?

CU265: Multi-Generational Workforce Management

4:50-5:50pm Seminars Round Seven:

MS277: How to Optimize Your Mail Center Spend

DM270: Choosing the Best Move Update Method for Your Mail

US276: Rules & Regulations for First Class Bulk, Periodical & Standard Mail

PD278: Cultivating Skills to Grow as an Informal Leader

OS275: Creating a Office Services User's Guide

GM279: What is Your Voice in the Company? Community vs. Global

PS272: Developing Mail/Parcel Screening & Emergency Response Protocols

EM273: Business Continuity Planning

CU271: Managing Through Transition



WEDNESDAY, APRIL 1, 2020

7:00am-4:00pm Conference Registration Hours

7:30-8:30am Continental Breakfast

9:00-2:00pm Exhibition Hours

8:15-9:15am Seminars Round Eight:

MS386: Roadmap to Turn Your Mail Center into a Corporate Necessity!

LD382: Setting Expectations With Your Team

DM389: The Easiest Way to Save

US384: Using Informed Delivery on Direct Mail Campaigns: A Real Game Changer

SS381: Combating Today's Violence in the Workplace

PD380: What is Your Temperature in Building Relationships?

GM383: Importance of Corporate & Personal Business Ethics

PS387: E-commerce Fulfillment & Shipping

EM385: Change the Culture Or Fail!

9:30-10:30am Workshop Presentations:

Workshop Presentation #4 - 2020 Vision into the Future of Mail

Workshop Presentation #5 - The Impact of the UPU Agreement on U.S. International Mail

Workshop Presentation #6 - Getting Millennials to Engage With Mail

10:45-11:45am Seminars Round Nine:

PM398: Enterprise Payment System

LD397: Managing With Carrots: Ideas to Motivate

DM391: Customer Data: Your Greatest Tool or Hindrance?

PT395: Print Tips for Marketing to the Baby Boomers

SS394: Determining Mail Threat Vulnerability and Risks in Your Mail/Distribution Centers



10:45-11:45am Seminars Round Nine (cont'd):

PD399: Personal Productivity & Time Management: Getting the Most Out of Your Day

OS396: Workplace Trends

EM392: New Standards in Facility Management & Security

CU390: Service Levels and Key Performance Indicators (KPI's)

11:45-12:15pm Exhibit Hall Activities

12:30-2:00pm Luncheon Keynote Presentation: To Be Announced

2:00-3:00pm Seminars Round Ten:

MS401: Building & Maintaining a Postal Program

PM415: Enterprise Postal Governance

US413: Informed Visibility: Knowing Where Your Mail Is

PT417: Digital Mail: Real World Applications in Digitized Distribution

OS401: Project Management: 5 Steps to Success

GM414: Understanding the Continuing Need for Mail/Parcel Screening

PS400: eInduction: Simplifying Drop Shipping

CU408: Best Practices in College & University Mail Management

3:00pm Final Salute

Solving mail and distribution issues means saving the company money.

Solving mail and distribution issues means saving the company money.



Mail Systems Management

EARN YOUR MANAGEMENT CERTIFICATE: Complete at least five of the following courses and designated workshops/keynotes to earn the Mail Systems Management Certificate.

MS

MS120

Mail Management by the Numbers

Do you want to learn how to measure mail volumes and mail team productivity? If so, this session is for you. Come and learn the secrets to implementing mail metrics and why they have become the benchmarked for the industry. Find out how to develop a productivity chart for all mail and distribution centers and learn how to implement measurable metrics to assess the productivity of each team member.

Monday, March 30, 2020 - Round Two, 3:15-4:15 pm

MS135

Diary of a New Mail Manager

“Oh No! I have a new job but I don’t know where to begin as a NEW Mail Manager”. If you are a new Mail Manager and are not sure what do to do next, this session is for you. Using humor and stories from personal experience, this session will cover the ins and outs from staffing to mail requirements to help you learn the best resources and techniques to successfully transition from rookie to seasoned Pro.

Monday, March 30, 2020 - Round Three, 4:30-5:30 pm

MS242

Mail 101: Sharpen Your Mail Expertise

This session will cover the foundation of mailing, which includes classes of mail, processing categories, address requirements and more. Whether you are an expert or a novice, this program will empower you to build on your postal knowledge.

Tuesday, March 31, 2020 - Round Four, 11:00-12:00 pm



MS268

Dealing With Today's Challenges in Mail Management

Managers need to be flexible and utilize new solutions to solve challenges. This course shows you how to use: Social Networks, Virtual Training, Webinars & White Papers, Professional Memberships and Quality Tools (Six Sigma, 5S, TQM etc.). You will learn how to transition to a more flexible and productive model.

Tuesday, March 31, 2020 - Round Six, 3:40-4:40 pm

MS277

How to Optimize Your Mail Center Spend

Mail accounts for up to 9% of a Fortune 500's operating cost? Come learn how to efficiently manage mailroom workflows to stay within budget. Topics to be covered include: production schedules/efficiencies, quality control, mailpiece basics, working with your service provider, data processing issues and how to put it all together.

Tuesday, March 31, 2020 - Round Seven, 4:50-5:50 pm

MS386

Roadmap to Turn Your Mail Center into a Corporate Necessity!

This session will detail steps to approach change, resources to use in staying ahead of new information and general tips on how to remain the central point of contact for your customers by expanding service capabilities when possible. In addition, there will be some recent information that will assist in finance and budget preparation.

Wednesday, April 1, 2020 - Round Eight, 8:15-9:15 am

MS401

Building & Maintaining a Postal Program

This session focuses on the resources necessary for running postal relations in your organization including USPS, vendors, associations, MTAC, and industry leaders.

Wednesday, April 1, 2020 - Round Ten, 2:00-3:00 pm



Postal Mail Management

EARN YOUR MANAGEMENT CERTIFICATE: Complete at least five of the following courses and designated workshops/keynotes to earn the Postal Mail Management Certificate.

PM

PM111

Seamless Acceptance

The USPS has proposed a rule to make Seamless Acceptance Seamless mandatory for mailers. Acceptance automates the entry and verification of commercial mailings by leveraging electronic documentation, Intelligent Mail barcodes, and scanned information. Learn how to participate in Seamless Acceptance, improve mail quality using Mailer Scorecard metrics, and the process for undocumented pieces. Learn the newest updates Seamless expansion to Business Mail Entry Units.

Monday, March 30, 2020 - Round One, 2:00-3:00 pm

PM130

Are You Claiming the Best Postage Rate?

This session shows how to analyze your mailings to ensure best postage rates for First Class Bulk, Periodical & Marketing Mail. Learn options for improving mailing lists to gain postage savings. Explanations for each postage category requirements will be provided. Learn how to move your mail from Basic to Saturation & Basic or up to Mixed ADC. Strategies for saving money will be discussed.

Monday, March 30, 2020 - Round Three, 4:30-5:30 pm

PM244

Undocumented Mail Pieces

The Postal Service has implement assessments for full service errors including measuring the quality of your undocumented pieces. This workshop will discuss undocumented mail pieces and ways to handle and prevent them.

Tuesday, March 31, 2020 - Round Four, 11:00-12:00 pm



PM257

Open Microphone: Periodical Q&A Roundtable

Join other periodical mailers to have your questions answered by the experts. In this highly interactive networking session find the solutions you need for address concerns, forms, ACS Service, Statement of Ownership, requesters vs. non-requesters, deflections tests, and other challenges all periodical mailers face.

Tuesday, March 31, 2020 - Round Five, 2:30-3:30 p

PM266

Military Mail, the Postal Service and You

This session will provide a brief history and overview of the Military Postal Service, military mail flow, and how overseas military postal activities process absentee ballots, mail and parcels. The relationship between the Department of Defense, the USPS and the mailing industry will also be discussed.

Tuesday, March 31, 2020 - Round Six, 3:40-4:40 pm

PM398

Enterprise Payment System

The USPS has launched a new payment-processing platform called Enterprise Payment System (EPS), replacing CAPS. EPS supports multiple payment options, and allows multiple USPS business functions under one account. EPS supports Commercial, Domestic and International services with postage statements submitted via mail.dat, mail.xml, Postal Wizard, IMsb, or Hardcopy. Instructor: USPS

Wednesday, April 1, 2020 - Round Nine, 10:45-11:45 am

PM415

Enterprise Postal Governance

Address Quality, Move update, Total Postal Management, Return Mail Management. These are some of the tasks that facilitate an enterprise postal governance process. Learn how to facilitate an EPG within your organization.

Wednesday, April 1, 2020 - Round Ten, 2:00-3:00 pm



Leadership/Staff Development

EARN YOUR MANAGEMENT CERTIFICATE: Complete at least five of the following courses and designated workshops/keynotes to earn the Leadership/Staff Development Certificate.

LD

LD115

Leadership 101

Positive leadership is conveying the idea that there is always a way to move the organization forward. It is so important because that is what we look to leaders to figure out how to move the organization forward.

Monday, March 30, 2020 - Round One, 2:00-3:00 pm

LD124

Leadership and Management Success at Every Level

An interactive journey into the heart of leadership where you will learn it's OK to have a little fun at work. You will learn how to establish an internal mentoring program and how leaders can utilize the simple principles behind the ABC's of leadership to become more successful.

Monday, March 30, 2020 - Round Two, 3:15-4:15 pm

LD248

Caring Environments = Employee Satisfaction

Although the number one reason employees say they are leaving is more money, surveys reveal money is much lower on the list of reasons employees leave. Employees want a support environment for career growth. Caring environments don't just happen by themselves. It is intentional and requires a strategy that when implemented well, reduces employee turnover and increases employee engagement multiple times. Learn how one company implemented a caring strategy and raised their employee engagement scores from dissatisfied and neutral to completely satisfied in one year.

Tuesday, March 31, 2020 - Round Four, 11:00-12:00 pm



LD250

Developing Leadership Skills from Within

Today's business leaders influence employee's decisions and assist them in reaching their goals. Rather than direct and dictate, they inspire and motivate. Come and learn the importance of understanding the characteristics of a future leader and how to cultivate they from within your own organization.

Tuesday, March 31, 2020 - Round Five, 2:30-3:30 p

LD261

Be the Boss Everyone Wants to Work With

Most new leaders get almost no training. We can work to fill this void with tools, advice and guidance for "entry-level and first-level supervisors, managers and directors." The goal is to help you "flip your script" – to invert mind-set, skill set, relationships, attitude, perspective and focus to become an effective leader. Learn how to collaborate, organize teams, and avoid pitfalls.

Tuesday, March 31, 2020 - Round Six, 3:40-4:40 pm

LD382

Setting Expectations With Your Team

Providing structure starts with defining and setting clear boundaries. In order to set those boundaries, you must determine where the direction is coming from, your customers, boss, your team, or your own idea of how of how you envision things. Wherever the direction comes from, it must be clear and concise so all parties are on the same page. This session will help you map out a strategy to do just that.

Wednesday, April 1, 2020 - Round Eight, 8:15-9:15 am

LD397

Managing With Carrots: Ideas to Motivate

Learn how to use alternate methods of motivation when monetary rewards are not readily available. Discover proven methods to reward and recognize your key players by helping to create career mobility using training tools and advancement readiness.

Wednesday, April 1, 2020 - Round Nine, 10:45-11:45 am



Direct Mail & Address Management

EARN YOUR MANAGEMENT CERTIFICATE: Complete at least five of the following courses and designated workshops/keynotes to earn the Direct Mail & Address Management Certificate.

DM

DM118

Address Quality & Data Management Workshop

There are multiple products and services available to the mailing industry that helps to minimize Undeliverable As Addressed (UAA) mail. Are you using any of them and are you sure it's the best option for your needs? Learn about the best practices used by mailers that have proven success in reaching their intended audience and reducing their UAA mail.

Monday, March 30, 2020 - Round One, 2:00-3:00 pm

DM123

Mail Does Work!

In this interactive workshop learn why and how mail is still relevant in today's age of electronic mediums. The presentation will support this theory with documented statistics and industry experiences of the presenter. It will go a step further and present information about how mail works to drive responses and generate ROI when used by itself and in conjunction with other media channels (E-mail, Social media, etc.) to supplement it effectively. Finally, throughout the session, attendees will gain insight into working with their internal partners to "sell" mail effectively and strategically to drive print and other core functions they also manage.

Monday, March 30, 2020 - Round Two, 3:15-4:15 pm

DM254

Understanding Address Quality Reporting

An in-depth review of the CASS and NCOA reports. Understanding the various Footnote codes and the recommended actions to take in managing your data.

Tuesday, March 31, 2020 - Round Five, 2:30-3:30 pm



DM262

Importance of Mailpiece Design

Failing to meet minimum mailing dimensions for commercial mail can bust your budget. Let's discuss the common mistakes of mailpiece design and how to avoid them. This is crucial for printers and mailers as the marketing landscape of a mail piece's competitive edge increases. The question is, "Who's going to pay for it?"

Tuesday, March 31, 2020 - Round Six, 3:40-4:40 pm

DM270

Choosing the Best Move Update Method for Your Mail

NCOALink®, ACST™, and Ancillary Service Endorsements provide the information to maintain an up-to-date mailing list, but which one is best for the mail you send? Do you qualify for Move Update Alternative methods? Plus learn what you need to do to meet the requirements for free Full Service and Basic OneCode ACS® in 2020.

Tuesday, March 31, 2020 - Round Seven, 4:50-5:50 pm

DM389

The Easiest Way to Save

Undeliverable & Return Mail may be costing your organization millions of dollars a year. Much of these losses can be eliminated if you put the right solution in place. In this session, you will learn which technologies and databases you should leverage to drive savings while simultaneously improving customer satisfaction and compliance.

Wednesday, April 1, 2020 - Round Eight, 8:15-9:15 am

DM391

Customer Data: Your Greatest Tool or Hindrance?

In today's economy customer data should be KING. Yet, with forty million Americans moving annually it can also be your greatest challenge. Learn how to ensure the integrity of your organization's data. This session will review data sources and techniques beyond address correction to better refine your mailing lists.

Wednesday, April 1, 2020 - Round Nine, 10:45-11:45 am



USPS Training Workshops

EARN YOUR MANAGEMENT CERTIFICATE: Complete at least five of the following courses and designated workshops/keynotes to earn the USPS Training Workshop Certificate.

US

US112

Informed Delivery 101: Getting Started

St Jude was a beta test site for Informed Delivery before it was released to the market. This presentation will be a comprehensive look at informed delivery. It will show you how to get started, results, where Informed Delivery is today and the value and benefits of using it.

Monday, March 30, 2020 - Round One, 2:00-3:00 pm

US125

USPS Forms: How To Manage Them Like a Pro

This class will discuss all PS forms currently in use to handle your business mailing needs for First Class, Periodical & Marketing Mail. Detailed information and discussion on frequently requested forms, how to access the most often used mailer forms and how to fill these forms out like a pro.

Monday, March 30, 2020 - Round Two, 3:15-4:15 pm

US249

Putting Informed Delivery Data to Work For Your Mailing Lists

Informed Delivery is a USPS service that lets consumers see what is going to be in their mailbox. Direct marketers are including their own full color digital ads to replace the grayscale image that is included in the ID and are boosting response rates. Another benefit of Informed Delivery is the data it returns. Your most engaged customers and donors use Informed Delivery. ID data lets you know who in your mailing was an ID subscriber, identifies households with multiple subscribers, and shows who took what actions and when. In this session you will learn an overview of the Informed Delivery program, how to get at and make sense of the data to identify the best prospects in your list, and target marketing events to those best prospects.

Tuesday, March 31, 2020 - Round Four, 11:00-12:00 pm



US251

Full Service & Mailer's Scorecard

The Mailer Scorecard enables mailers to monitor their mail quality across USPS programs, including Full-Service, eInduction and Seamless Acceptance. This session shows how to access and control Mailer Scorecard information. Attendees will learn how to use drill-down reports, access piece-level data, and understand the postage assessments. Mail Preparer, Owner and Carrier visibility will also be discussed.

Tuesday, March 31, 2020 - Round Five, 2:30-3:30 p

US276

Rules for First Class Bulk, Periodical & Standard Mail

Learn the latest DMM rules & regulations for mailers of First Class Bulk rates and Periodical & Marketing Mail. Details will be provided on the types of mail pieces that qualify and how to bundle and presort to meet current USPS mailing requirements. Come and learn the A thru Z process for a bulk mailing.

Tuesday, March 31, 2020 - Round Seven, 4:50-5:50 pm

US384

Using Informed Delivery on Direct Mail Campaigns

Direct mail provides prevailing marketing results that provide a high ROI for savvy brands. Along with Informed Delivery, those results can become dramatically stronger, without adding to direct mail campaign costs. That's because Informed Delivery increases engagement. Learn how ID can take that ROI up a notch!

Wednesday, April 1, 2020 - Round Eight, 8:15-9:15 am

US413

Informed Visibility: Knowing Where Your Mail Is

The Intelligent Mail Barcode has opened up a world of information for the Postal Service and mailers, providing key data to track mail and monitor delivery. In this session you will hear the latest updates on Informed Visibility and real time tracking and reporting of your mail. Requirements for mailer participation will be reviewed.

Wednesday, April 1, 2020 - Round Ten, 2:00-3:00 pm



Printing Technology & Digital Document Management

EARN YOUR MANAGEMENT CERTIFICATE: Complete at least five of the following courses and designated workshops/keynotes to earn the Printing Technology Certificate.

PT

PT114

Tip & Tricks for Reducing Costs In-House Print & Mail Costs

Tasked with reducing cost this year? Start with low hanging fruit. What departments outsource their printing needs, does your team have the ability to do what they are doing in house within current capacity? If so, ask to see their outsourced expenses for last year, compare those to your all in cost to produce the same in house.

Monday, March 30, 2020 - Round One, 2:00-3:00 pm

PT132

Best Practices of High Performing Print Shops

Many printing and marketing service providers are challenged with applying best practices to improve performance. We will take a peek within the industry to see what best practices are being deployed.

Monday, March 30, 2020 - Round Three, 4:30-5:30 pm

PT240

Print & Postage Trade Secrets that Save Big Bucks

This session will provide insight into the outside of the box solutions that have proven to generate millions in savings in large print mail operations. The purpose of this course is to discuss options to drive savings after addressing low hanging fruit. Attendees can expect to receive a better understanding of how materials and processing can be manipulated to improve the bottom line.

Tuesday, March 31, 2020 - Round Four, 11:00-12:00 pm



PT259

Thinking about Outsourcing your Print Production?

Hear from the trenches the real life considerations you need to keep in mind when considering outsourcing your print production operations - the workflows, processes and functions across an enterprise that need to be involved in the decisions.

Tuesday, March 31, 2020 - Round Five, 2:30-3:30 pm

PT263

Tools to Improve Inbound Mail Processing

Customer Communication Management (CCM) tools are quickly replacing legacy document creation tools as Enterprises are looking to modernize and consolidate their document templates. Business users are performing traditional IT development functions. Come and learn best practices for document design to protect the integrity of the inbound mail processing and reduce return mail.

Tuesday, March 31, 2020 - Round Six, 3:40-4:40 pm

PT395

Print Tips for Marketing to the Baby Boomers

Today when harnessing print's potential, marketing to millennial's boosts engagement. Because many marketing campaigns in print are targeted towards millennial's, marketers need to practice a few techniques to get print promotions toward Boomers right. Speaking to the Boomer through print, marketers must appeal to them. Join us as we review rare practices to gain market share.

Wednesday, April 1, 2020 - Round Nine, 10:45-11:45 am

PT417

Digital Mail: Real World Applications in Digitized Distribution

Digital Mail is an initiative that when deployed in mailrooms can have a tremendous impact across the business enterprise. Learn how to convert to a digital environment. The benefits outlined will include green initiatives, shipping and handling, labor reduction, and costs associated with moving and re-forwarding of mail.

Wednesday, April 1, 2020 - Round Ten, 2:00-3:00 pm

PT



Security 2020

EARN YOUR MANAGEMENT CERTIFICATE: Complete at least five of the following courses and designated workshops/keynotes to earn the Security 2020 Certificate.

SS

SS122

Security Programs: “Normal” and “Not-so-Normal” Conditions

Security programs are not a “set it and forget it” type of support. Like the threat levels of the military, the most effective mail screening operations are designed to accommodate normal operations levels and elevated threat conditions, many times within a moment’s notice. Join this session on how to train your staff to anticipate potential changes in operational situations, how to conduct table-top training exercises (and participate in a mock one during the session!), react appropriately to identified threats, and deliver effective mail security support every day.

Monday, March 30, 2020 - Round Two, 3:15-4:15 pm

SS238

Security Forum: Essential Personnel Training Requirements

As terrorism events increase around the world, security directors and mail center managers face the challenge of providing personnel with up-to-date training with minimal disruption. This facilitated open forum addresses the current security topics, Federal regulations, and the role training plays in helping your organization mitigate risk. We will discuss ways to enhance threat understanding and awareness.

Monday, March 30, 2020 - Round Three, 4:30-5:30 pm

SS247

Mail & Distribution Operations: Easiest Portal for Terrorism

The world is changing everyday as it relates to terrorism. Come and learn how to establish terror prevention protocols as done by the CIA, UN, IMF, FBI and American Express. None of these organizations were prepared for an Act of Terrorism at the time of their threat assessment. Detailed real scenarios with solutions to combat terrorism in all operation centers.

Tuesday, March 31, 2020 - Round Four, 11:00-12:00 pm



SS253

Who Protects Your Mail?

In this session you learn about security issues and how to respond. These include risks associated with your mailing operation such as internal theft, protecting sensitive data and identifying dangerous mail. Join U.S. Postal Inspectors as they share proven responses for mail bombs, hazardous materials and biological attacks.

Tuesday, March 31, 2020 - Round Five, 2:30-3:30 pm

SS260

Mail & Parcel Screening Workshop: How Safe Are You?

Contrary to popular belief, the USPS does not scan every piece of mail or parcel they deliver. This course addresses the importance to justify implementing a screening program at your company. Come and hear about current trends, local partnerships, hard & soft targets and why screening is a must to protect your company.

Tuesday, March 31, 2020 - Round Six, 3:40-4:40 pm

SS381

Combating Today's Violence in the Workplace

Violence in the Workplace in the US results in over 1,000 deaths each year. Learn how to safeguard your workplace by identifying threats early and quick responses to any suspicious behavior and acts of violence. This session will teach you how you can safeguard your operation to reduce the risk of workplace violence.

Wednesday, April 1, 2020 - Round Eight, 8:15-9:15 am

SS394

Determining Vulnerability in Your Mail/Distribution Centers

Utilizing published models, this interactive session will provide you with the tools to develop a mailroom threat vulnerability and risk model through rating a "mock" business under specific conditions. Explore the difference between vulnerability and risk and how your operations impact the level of exposure to a mail-borne threat. Learn about risks to personnel, facilities, information, and reputation.

Wednesday, April 1, 2020 - Round Nine, 10:45-11:45 am



Professional Development

EARN YOUR MANAGEMENT CERTIFICATE: Complete at least five of the following courses and designated workshops/keynotes to earn the Professional Development Certificate.

PD

PD113

Professional Certifications: How to Earn

Are you ready to take your career to the next level? Certification is the key. The session begins with a brief discussion of the Mailpiece Design Consultant (MDC) certification program. It continues by outlining the process, including the requirements and procedures mail center managers or suppliers can follow to earn their professional credentials. This course is a must for those seeking to achieve Certified Mail and Distribution Systems Manager (CMDSM), Certified Mail Distribution Systems Supplier (CMDSS) and Office Service Professional (OSPC).

Monday, March 30, 2020 - Round One, 2:00-3:00 pm

PD121

The Power of Networking

The ability to network is one of the most crucial skills any individual can have. What does a good networker do? Do you belong to a professional trade association? This interactive session will share the benefits of belonging to a professional trade association. Not only will you have access to networking with industry professionals but learning/educational opportunities to enhance your career! Panel will consist of Association Executives in the Mailing/Office/Distribution/Facilities Industries.

Monday, March 30, 2020 - Round Two, 3:15-4:15 pm

PD246

Is Poor Communications Destroying Your Career?

Poor communication is an epidemic in the fast paced time deficient workplace. The elements of this presentation will concentrate on the tools to be an effective communicator and 'get it right the first time'. Nuances such as Cultural/Ethnic challenges and nonverbal communication will be explored as well.

Tuesday, March 31, 2020 - Round Four, 11:00-12:00 pm



PD255

Moving from Manager to Leader

You know the basics now learn how to take your operation to the next level. In today's world the bar is constantly being raised and it requires an advanced understanding of management to ensure survival and achieve excellence. In this presentation you will learn how to move beyond the role of manager to leader, inspiring them to perform at their highest level for the TEAM's success.

Tuesday, March 31, 2020 - Round Five, 2:30-3:30 pm

PD278

Cultivating Skills to Grow as an Informal Leader

Many people are looked to as leaders within a company or department even if they aren't officially part of the management team. Encouraging employees to learn leadership skills in specific areas of expertise build strong office support team with a built in succession plan. This session will explore a variety of resources to help your team hone their professional skills to become effective future leaders!

Tuesday, March 31, 2020 - Round Seven, 4:50-5:50 pm

PD380

What is Your Temperature in Building Relationships?

If you are not at 212 degrees in both of these areas, you may not reach the potential goal you are seeking in your career. This session will help you identify problem areas, guide you through some pitfalls and show you how to raise your professional temperature to get your career cooking.

Wednesday, April 1, 2020 - Round Eight, 8:15-9:15 am

PD399

Personal Productivity & Time Management

Come and learn how to balance your work/life issues, identify urgent vs. non-urgent and important vs. non-important tasks, and identifying your personal goals. Attendees will come away with proven techniques for effective time management.

Wednesday, April 1, 2020 - Round Nine, 10:45-11:45 am



Office & Customer Services Management

EARN YOUR MANAGEMENT CERTIFICATE: Complete at least five of the following courses and designated workshops/keynotes to earn the Office & Customer Services Management Certificate.

OS

OS119

Customer Service Roundtable Workshop

Where is customer service headed in the 21st century? What is good customer service and who gets to define “good”? I’m sorry. Is it an excuse or does it provide relief for the customer? Join a panel of industry experts and let’s find out the answers to these questions and more.

Monday, March 30, 2020 - Round One, 2:00-3:00 pm

OS128

Managing a Successful Outsourcing Partnership

This session will discuss the areas that should be and need to be addressed when managing an outsourcing relationship. Accountability, service levels and key performance indicators will be outline and reviewed as critical components of any third-party agreement. Come and learn what the manager and outsourcer’s responsibilities are in the “relationship” to ensure a successful partnership.

Monday, March 30, 2020 - Round Two, 3:15-4:15 pm

OS243

What Happens to the Midas Touch When it Comes to Customer Services?

Has your operations lost its focus on customer service... then this session is for you. Losing touch with our customers brings on a host of issues and problems that can be avoided when you focus on service levels and keeping everyone informed. This session will show you how to elevate customer services back into your operations in spite of downsizing, lay-offs, etc.

Tuesday, March 31, 2020 - Round Four, 11:00-12:00 pm



OS264

Professionalism in Office Service Operations

This session will review in depth the do's and don'ts of presenting yourself to be successful in today's business world. The materials go far beyond appearance to provide insight into elements we are all judged upon each day to include business etiquette, accountability, integrity and more.

Tuesday, March 31, 2020 - Round Six, 3:40-4:40 pm

OS275

Creating a Office Services User's Guide

Developing a Standard Operating Procedures manual for mail and delivery services is critical to its success and to ensure that every employee has a document of services rendered. It also benefits in the training process of new employees to learn how things are done and how to operate all the equipment located in the operation center.

Tuesday, March 31, 2020 - Round Seven, 4:50-5:50 pm

OS396

Workplace Trends

This open discussion will center on how the workplace is changing with the multi-generation workforce and focus on the employee experience rather than just walls and cubicles. With 5 generations in the workplace today, a one-size-fits-all approach to management is no longer effective. Communication styles, motivational factors, and work environments must be flexible.

Wednesday, April 1, 2020 - Round Nine, 10:45-11:45 am

OS401

Project Management: 5 Steps to Success

Define, Plan, Implement, Control and Adjust are the keys to managing any project. Do you juggle multiple projects at one time? Are you responsible to manage the process and bring projects in on time? Well if you do or would like to sharpen your project management skills then this session is for you!

Wednesday, April 1, 2020 - Round Ten, 2:00-3:00 pm



Government Mail Management

EARN YOUR MANAGEMENT CERTIFICATE: Complete at least five of the following courses and designated workshops/keynotes to earn the Government Mail Management Certificate.

GM

GM110

Federal Government Mail Management

This session will provide up to date information on the Federal Mail Management program. It will also include a detailed review on the roles of Federal Mail Management and regulations that govern them. Definitions and details on mail, small packages and mail service provider will be provided as well as general information about the Next Generation Delivery Services Contracts.

Monday, March 30, 2020 - Round One, 2:00-3:00 pm

GM131

Philosophy in Employee Management

Join your fellow MAILCOM delegates and learn how to build great relationships with employees by building character and establishing trust. This engaging session will outline how proven methods and philosophies motivate employees to respond to your leadership. These proven methodologies have a proven track record of success and can be your solution to managing your team to success.

Monday, March 30, 2020 - Round Three, 4:30-5:30 pm

GM245

Government Mail Operations Workshop

Join your colleagues in government mail management and discuss the critical issues facing mail operations in federal, state, and local government operations. A panel of government mailers discusses the challenges of budgets, customer satisfaction, staff training, and regulation compliance in this fast moving discussion.

Tuesday, March 31, 2020 - Round Four, 11:00-12:00 pm



GM267

Government Mail Security Plans: A Checklist Review

Federal Mail centers are required to establish a security program for assuring employee and customer safety, protection of information and assets for safe and secure distribution of hard copy mail items. All mail centers must have a written Mail Security Plan, regardless of mail volume received or processed. This session will detail the eleven required elements for all Government Mail Security Plans!

Tuesday, March 31, 2020 - Round Six, 3:40-4:40 pm

GM279

What is Your Voice in the Company? Community vs. Global

In the world of mail, we speak mail easily but what does the customer understand? This class will help you develop a global tone instead of community tone that only you and your staff understand. Let's get the customer on the playing field of mail.

Tuesday, March 31, 2020 - Round Seven, 4:50-5:50 pm

GM383

Importance of Corporate & Personal Business Ethics

Business Ethics are seemingly a constant news story, unfortunately related to breach of ethics.? This session will provide information for a greater understanding of the role and importance of ethics in daily practices.? Participants will learn good ethics business practices in their organization and personal conduct.

Wednesday, April 1, 2020 - Round Eight, 8:15-9:15 am

GM414

Understanding the Continuing Need for Mail/Parcel Screening

Facilitated by the nation's leading expert in mail security process and facility design, attendees will gain a fundamental understanding of mail screening requirements as recommended by the Department of Homeland Security, USPS, and Federal law enforcement agencies. We will also discuss the evolution of mail screening and how changes in the threat matrix directly impact the way we process and screen mail.

Wednesday, April 1, 2020 - Round Ten, 2:00-3:00 pm



Package & Mail Distribution International Mail

EARN YOUR MANAGEMENT CERTIFICATE: Complete at least five of the following courses and designated workshops/keynotes to earn the Package & Mail Distribution Certificate.

PS

PS126

Taking the Mystery Out of International Mailing

International mailings are handed off to a foreign mail operator after clearing customs in the destination country. Learn how this affects your mail delivery and return. Get the knowledge to deliver success with your international mail.

Monday, March 30, 2020 - Round Two, 3:15-4:15 pm

PS133

Parcel Lockers: Designing a Solution

Parcel lockers have been around for many years. The industry has finally caught up with the technology to drive real efficiencies in the solution. How? Mobile workforces, “hoteling”, demand for 24-hour service and availability are driving businesses away from the traditional mail/package delivery at the cubicle models. This session features real life examples of how to optimize this change. Lockers can be wonderfully versatile if configured appropriately. The factors for this are not always obvious. This session will identify them with tools to optimize each shared.

Monday, March 30, 2020 - Round Three, 4:30-5:30 pm

PS241

Mail & Package Distribution Strategies

This workshop will provide an overview of distribution strategies, including the application of technology and design to distribution workflows. The presentation focuses on maximizing mail and package distribution resources in higher education, government, and corporate mail center environments.

Tuesday, March 31, 2020 - Round Four, 11:00-12:00 pm



PS258

International Mail Requirements for Foreign Addresses

International Undeliverable As Addressed Mail is an expensive problem for mailers and delivery companies. The elements of addresses, their length and placement in addresses vary around the world. This presentation will discuss the problems with capture, storage and printing of proper international addresses formats, with recommendations on the space required in databases and on labels or envelopes.

Tuesday, March 31, 2020 - Round Five, 2:30-3:30 pm

PS272

Developing Mail/Parcel Screening & Emergency Protocols

The development and implementation of carefully defined internal mail handling and visual screening protocols is key to preventing the introduction of letters or packages containing identifiable threats to the internal mail stream. This lecture will cover the basic steps needed to develop mail handling protocols.

Tuesday, March 31, 2020 - Round Seven, 4:50-5:50 pm

PS387

E-commerce Fulfillment & Shipping

Fulfillment and shipping are often the final and most important touch points when it comes to the customer experience. It's critical to adopt a process and implement current technology to streamline costs. Come and see how you can reduce errors, reduce costs and exceed customer expectations.

Wednesday, April 1, 2020 - Round Eight, 8:15-9:15 am

PS400

eInduction: Simplifying Drop Shipping

Come and discover the solution to simplifying the drop shipment process with eInduction. Hear how the USPS has enhanced the Mailer Scorecard to provide Mail Owner visibility into their drop shipments and access to post-shipment information. This session will also cover the eInduction on-boarding process.

Wednesday, April 1, 2020 - Round Ten, 2:00-3:00 pm

PS



Executive & Strategic Management

EARN YOUR MANAGEMENT CERTIFICATE: Complete at least five of the following courses and designated workshops/keynotes to earn the Executive & Strategic Management Certificate.

EM

EM126

Designing Today's Operation Centers for the Agile Workplace

This session will show you how globally competitive organizations are reinventing their logistics and distribution infrastructure to deliver unprecedented efficiency and satisfaction to the mobile workforces. Come and learn how integrate print services, passport offices, expanded parcels support, IT support and added responsibilities are being incorporated into today's contemporary mail and distribution centers.

Monday, March 30, 2020 - Round Two, 3:15-4:15 pm

EM234

The Art of Retaining Good People

Learn the secrets for attracting and retaining a talented workforce with ongoing professional training, communications and interaction with senior executives. These techniques and others, keep employees engaged and provide the a forum to voice their ideas and suggestions. What better way to engage than to provide ownership and making everyone part of the solution.

Monday, March 30, 2020 - Round Three, 4:30-5:30 pm

EM250

Management Strategies for the Next Millennium

Managing a production facility and all the operational functions preformed can be overwhelming when you are responsible for everything. This session will review key factors that set a foundation for "general managers management" using best practices and operational successes. If you are the person in charge and responsible for managing employees projects, finance and P&L's then this session is for you.

Tuesday, March 31, 2020 - Round Five, 2:30-3:30 pm



EM261

When Disaster Strikes: Are You Prepared?

Business Continuity or Disaster Recovery are buzzwords that many companies use but how many companies are ready when disaster strikes? According to FEMA, 40% of businesses do not recover from a disaster and only 29% of those that do are in business 2 years later. Join this session as ideas and solutions are discussed for the best ways to prepare for any disaster.

Tuesday, March 31, 2020 - Round Six, 3:40-4:40 pm

EM273

Business Continuity Planning

This session will discuss strategies for developing plans to recover critical functions and processes when a disaster strikes. Whether it's a natural disaster or a lock down, learn the steps for implementing a business continuity plan for your operations.

Tuesday, March 31, 2020 - Round Seven, 4:50-5:50 pm

EM385

Change the Culture Or Fail!

You can't see it or touch it, but every company has a culture created by every team member and management. If your employees have been hearing "That's the way it has always been" then you have a culture problem. Join Joe Incognito who has 35 years of experience and learn how to improved productivity & communications by creating a "culture elimination flow chart."

Wednesday, April 1, 2020 - Round Eight, 8:15-9:15 am

EM392

New Standards in Facility Management & Security

This session will review innovative ideas on how to secure your complex including mail and print operations. Come and learn how to identify and deal with critical security issues. A detailed review of bomb and bio-detection systems will be discussed and with strategies to ensure your company is protected tomorrow.

Wednesday, April 1, 2020 - Round Nine, 10:45-11:45 am



College & University Management

EARN YOUR MANAGEMENT CERTIFICATE: Complete at least five of the following courses and designated workshops/keynotes to earn the College & University Management Certificate.

CU

CU117

Benchmarking Your College/University Mail/Delivery Operations

Join your fellow managers and learn how to leverage today's technology to improve service and reduce costs. From data collection to mail & parcel delivery see how by partnering with USPS you can deliver first class service to all your customers.

Monday, March 30, 2020 - Round One, 2:00-3:00 pm

CU136

College & University Roundtable\Workshop

Come join this panel of industry veterans as they share with you their secrets for saving money and improving departmental services. Learn how the communications you provide to your campus community is critical to your department's success and see the benefits of developing and establishing training seminars & workshops for your customers.

Monday, March 30, 2020 - Round Three, 4:30-5:30 pm

CU252

Package Tracking, Accountability & Productivity

Come and learn how you can increase accountability of your mail operations, distribution center, and receiving area employees by using tracking technology. Today all companies must maintain efficiency and accountability of workflow and staff and it's easier than you think.

Tuesday, March 31, 2020 - Round Five, 2:30-3:30 pm



CU265

Multi-Generational Workforce Management

“You can’t fit a square peg into a round hole.” That certainly applies to today’s workforce. With 5 generations in the workplace today, a one-size-fits-all approach to management is no longer effective. Communication styles, motivational factors, and work environments must be flexible and customized to promote the highest degree of productivity. Join us to learn how to tailor your management style to each generation to foster a fair, compliant, and inviting work environment.

Tuesday, March 31, 2020 - Round Six, 3:40-4:40 pm

CU271

Managing Through Transition

This session will provide pointers on how to help staff through change of management, increase of new employees, and new accountability standards.

Tuesday, March 31, 2020 - Round Seven, 4:50-5:50 pm

CU390

Service Levels and Key Performance Indicators (KPI’s)

How do you manage your own or vendor performance? What options are available to you as a leader and what makes the most sense for your organization. How do you determine what Service Levels should be and what Key Performance Indicators (KPI’s) you should measure? What type of reporting do you have in place? How do you track the information you are gathering? The session will provide guidelines and sample service levels and KPI’s for you to consider for your organization.

Wednesday, April 1, 2020 - Round Nine, 10:45-11:45 am

CU408

Best Practices in College & University Mail Management

Join your fellow mail center managers and learn how to leverage today’s technology to improve service and reduce costs. From data collection to mail & parcel delivery, see how partnering with USPS you can deliver first class service to your customers.

Wednesday, April 1, 2020 - Round Ten, 2:00-3:00 pm



Workshop Presentations

WK

Workshop Presentation #1

Supercharging Election Mail with Informed Visibility and Informed Delivery

Direct mail is playing a bigger and bigger role in political campaigns – and even in tallying the vote. Informed Visibility has already played a huge role on making sure that every candidate’s message is reaching their potential voters, and in assuring the validity of vote-by-mail and absentee ballots. Now, Informed Delivery offers candidates a new channel to coordinate with their mail – to get their message out, to gain donations, and to rally volunteers. In this informative session, we will show you how to leverage these Postal Service tools to get the most out of your election mail. This session provides concrete actions you can take today, along with successful examples of how these new services have been put to use. With the impending elections, this is a particularly timely presentation.

Instructor: Dave Lewis, President, SnailWorks

Tuesday, March 31, 2020 - 1:15-2:15 pm

Workshop Presentation #2

The Future of Mail & Distribution Centers: Using Technology to Meet Increasing Package & Mail Delivery Services

In 2018, the Pitney Bowes Parcel Shipping Index showed that parcel volume reached 87 billion in the world’s 13 major markets, a figure forecast to reach 200 billion by 2025. As parcel volume increases, organizations need smart ways to manage this growth securely while delivering consistently high expectations for customer experience. Is your business prepared? In this session we will discuss how technologies can help deliver a streamline, automated system to boost mail center efficiency, increase ROI, and improve customer experience.

Instructor: Chris Moreno, Vice President, Luxer One

Tuesday, March 31, 2020 - 1:15-2:15 pm



Workshop Presentation #3

The Letters that Changed My Life

Henry Wadsworth Longfellow's portrait hung upon classroom walls in schools across America, his poems were memorized by generations of students, and the United States Postal Service produced stamps in his honor. Sydelle Pearl, author of the biography, *Dear Mr. Longfellow: Letters to and from the Children's Poet*, (Prometheus Books), will discuss how an armchair given to Longfellow by the children of Cambridge, Massachusetts for his seventy-second birthday in 1879 inspired her to research the story behind this special gift. Along her journey, she discovered letters that children wrote to Longfellow and she incorporated some of them into her narrative to help tell the story of his life. Sydelle shares letters Longfellow received from children throughout the United States, explains how the special chair connects to Longfellow's poetry, describes her writing/research journey, and shows photographs that pertain to Longfellow's life, including stamps that were produced in his honor.

Tuesday, March 31, 2020 - 1:15-2:15 pm

Workshop Presentation #4

2020 Vision into the Future of Mail

Hear what 2020 and the next year are likely to hold for your business in terms of postal policy, regulatory and legislative activities. What will the Postal Regulatory Commission (PRC) 10-year rate review bring over the next year? What is the USPS focusing on over the next year? What should businesses expect on the legislative and policy front that could impact their business? What will the USPS look like in 2025 and how could it impact your business? What might the logistics and delivery ecosystem look like? What new or emerging technologies might change the way we use mail and parcels? Join this interactive session and think outside the box. Led by Kathleen Siviter, Asst. Exec. Dir., of the National Association of Presort Mailers (NAPM)

Wednesday, April 1, 2020 - 9:30-10:30 am



Workshop Presentation #5

The Impact of the UPU Agreement on U.S. International Mail

The September 2019 UPU agreement made major changes to the way rates between countries are set for small packages and bulky letters from July 1, 2020 through 2025. It's possible this agreement could set the stage for changes to rates for regular letters and flats in the future. We'll discuss why and how postage will be affected and what mailers need know, including the caps for the rates and for the year-to-year increases. Instructor: Merry Law, President, WorldVu LLC

Wednesday, April 1, 2020 - 9:30-10:30 am

Workshop Presentation #6

Getting Millennials to Engage With Mail

Millennials are starting to engage with mail more than any other demographic, yet the experience is completely outdated for millennials. millennial date online, order food online, and pay their bills online, yet the one thing that isn't online, MAIL. Come and learn why the timing is right to add Augmented Reality to your mail and the benefits of turning mail into a digital experience.

Instructor: Bradley Smith, Founder, AVO

Wednesday, April 1, 2020 - 9:30-10:30 am

Knowledge is the key to improving
efficiency and saving money.





MAILCOM 2020

40th Annual Conference & Exhibition

MARCH 30-APRIL 1, 2020

Registration Form

INSTRUCTIONS: Complete and return with your check or credit card information.

SEND TO: **Registration Dept., MAILCOM, POB 451, Brigantine, NJ 08203-0451**

You can fax the registration form to 609-264-0120.

Or, register online at www.mailcom.org.

Confirmation: Upon receipt of your paid registration, we will send you a confirmation.

Questions? Call the Registration Desk at 609-264-0120.

DELEGATE INFORMATION

FIRST NAME _____

LAST NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY STATE ZIP _____

PHONE _____

EMAIL _____

ADDITIONAL NAME _____

ADDITIONAL EMAIL _____

ADDITIONAL NAME _____

ADDITIONAL EMAIL _____

PAYMENT INFORMATION

Check (payable to MAILCOM)

Credit Card: Visa MC MC AX Disc

NAME: _____

CARD #: _____

Security Code: _____ EXP DATE: _____

SIGNATURE: _____

Questions? Call 1-609-264-0120

CONFERENCE ENROLLMENT

Enrollment includes entry to all seminars, keynotes, events, meals, and receptions as well as supporting documentation. A certificate signifying completion of the program will be sent after the conference.

Full Conference Enrollment

- Early Bird Rate (by 1/30/20) \$845
 Regular Full Conference Rate \$945

Group Rate Full Conference

- 2+ Same Co./per person \$795
 4+ Same Co./per person \$745

Two & One Day Enrollments; Guest Rate

- Two-Day: Monday-Tuesday \$745
 Two-Day: Tuesday-Wednesday \$745
 One-Day: Monday Only \$395
 One-Day: Tuesday Only \$395
 One Day: Wednesday Only \$395
 Guest Rate (bring a guest) \$175

TOTAL \$ _____

FOR MAILCOM USE ONLY

Reg Number: _____

AR/PD Status: _____ PC: _____

Recv'd by: _____ Date: _____