

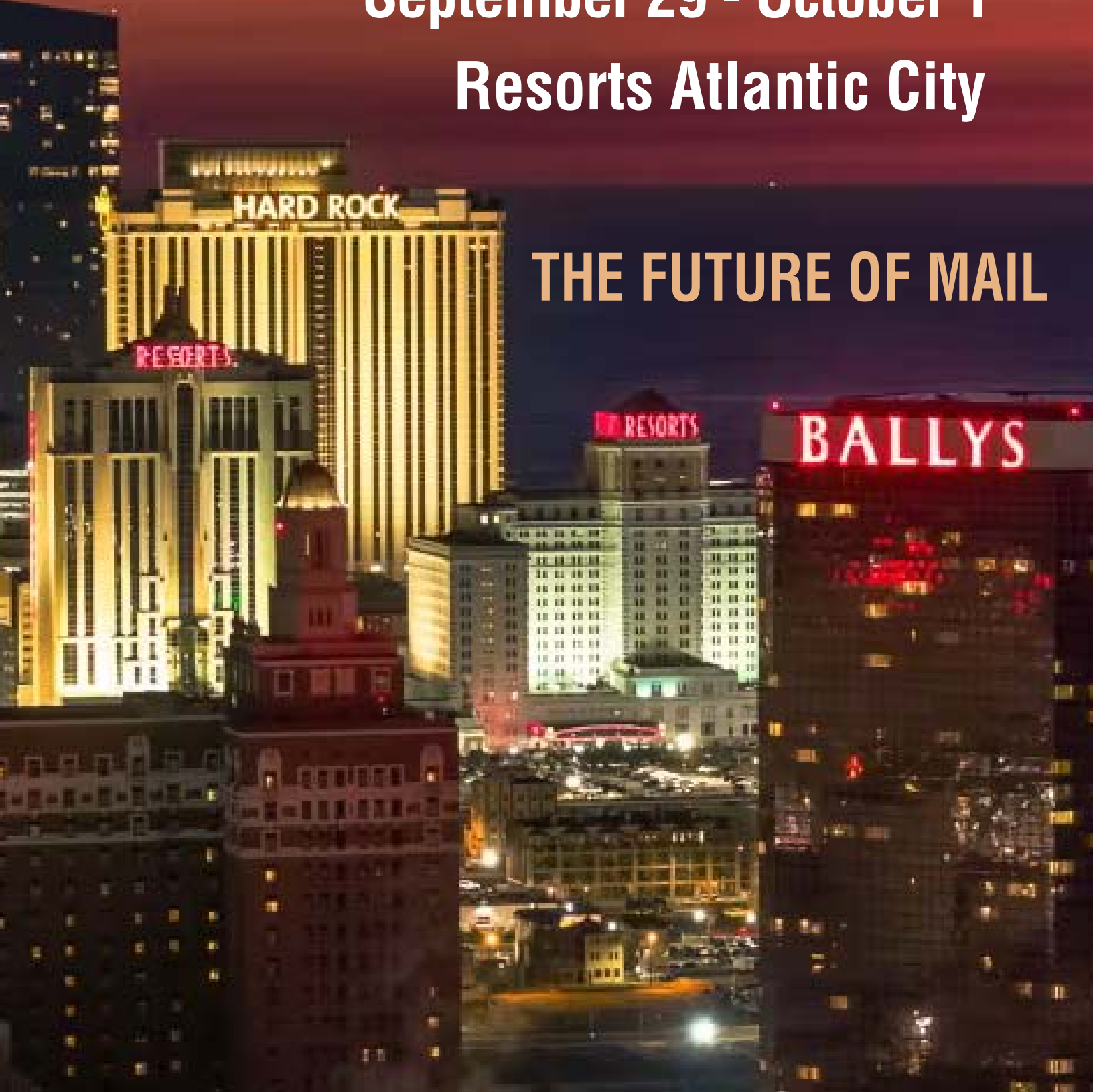
THE 43RD YEAR OF EDUCATION & TRAINING

MAILCOM 2025

September 29 - October 1

Resorts Atlantic City

THE FUTURE OF MAIL





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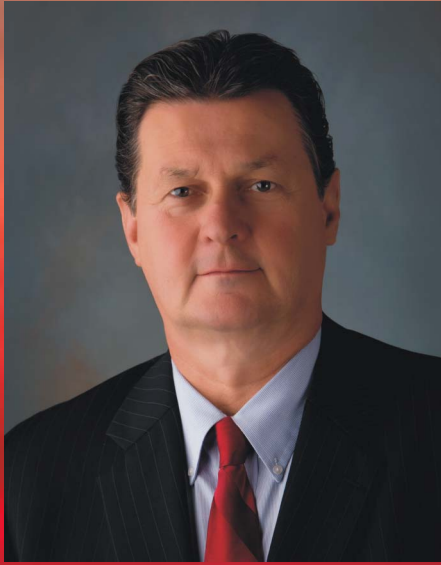
The Future of Mail
September 29 -
October 1, 2025



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KEYNOTE PRESENTATIONS



The Future of Mail

Jim Cochrane, CEO,
Package Shippers Association
TUESDAY, SEPT 30, 8:45-10:00AM

Are You Listening?

Robert Kane & Mark Kremen
Training Unlimited, LLC
TUESDAY, SEPT. 30, 10:00-11:00AM



Discovering Your Memory Power

Matthew Goerke
TUESDAY, SEPT. 30, 12:00-1:30PM



**USPS
250**

250 Years of Wow!

Francis Ruggiero, Chief Editor
MAIL Magazine / OMG
WEDNESDAY, OCT. 1, 8:45-10:00AM



The Power of Smart Digital Mail Systems

Chris Bucher, Sr Dir., Bear River
WEDNESDAY, OCT. 1, 12:00-1:30PM

PROFESSIONAL CERTIFICATION

MAILCOM certification raises your achievements to the professional standard of the industry.

All programs are Board certified and guaranteed to make a difference in your management career. You can earn professional certification through the CMDSM, CMDSS, OSPC and MCOM programs at MAILCOM Atlantic City.

Management Certificate

Earn a Management Certificate in the track of your choice – professional credits that can be applied to any industry certification program.

MCOM Master Certification

The Master Certification in Mail Communications (MCOM) program is for those advanced managers who have earned MAILCOM Certificates. MCOM Master Certification is issued upon completion of the entire certificate program. Learn more about the program at Delegate Orientation, March 3, 1pm.

CMDSM and CMDSS

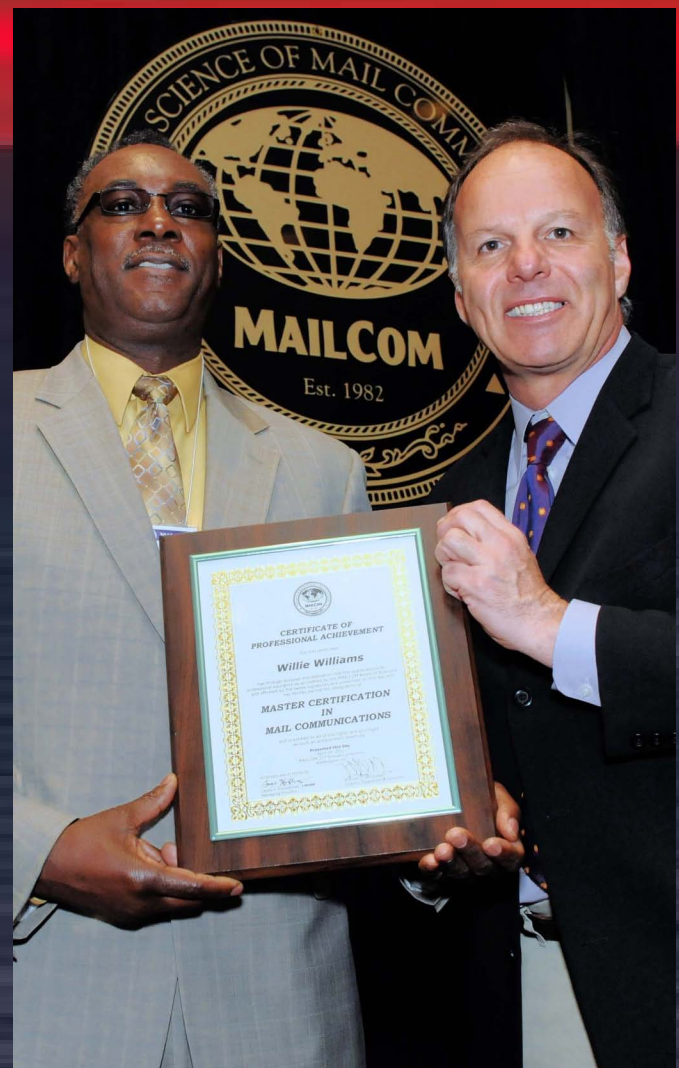
Since 1989 the Mail Systems Management Association has acted as the certifying agency for the mail systems profession. Every qualified manager can take the final exam at MAILCOM to earn the designation “Certified Mail and Distribution Systems Manager” (CMDSM) or “Systems Supplier” (CMDSS). For details go to msmanational.org.

Mailpiece Design Consultant (MDC)

The MDC Certification Session & Exam will be held on September 29, 8am-1:00pm. A fee of \$75 to \$90 is charged. Visit www.msmanational.org for details.

Office Service Professionals (OSPC)

OSPC is a training and certification process for industry individuals involved with mail and administrative services. Learn more at msmanational.org.



Find out where you stand. Get your professional certification credit report and find out how many credits you need to be certified. To learn more, go to www.mailcom.org.

AGENDA

MONDAY September 29

8:00am-1:00pm CMDSM/CMDSS Exam
8:00am-1:00pm Mail Design Consult. Exam
8:00am-1:00pm Pro Office Services Exam
12:00-6:00pm Registration Hours
1:00-2:00pm Delegate Orientation &
Workshop: Get the most from MAILCOM

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

MM114: Tips & Tricks to Save on Postage
DP111: Mastering Transactional Mail
Operations for Success
LD115: Developing a Career Path to Improve
and Develop ...YOU!
DD110: Insights on Today's Supply Chain
Management
OS119: Customer Service 101
US117: USPS Promotions: Maximize Savings
and Innovation in Your Mailing Strategy

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

MM122: Mail Management 101: Sharpen
Your Expertise to Optimize Mail Center Spend
PM120: Enterprise Payment System
SS121: Mail Safety & Security Town Hall
AS124: Digital Mail: Real World Applications
in Digitized Distribution
GM126: Top 10 Game Changers Required for
Career Success
OS125: Hiring for Growth: Recruiting Talent
for the Future, Not Just the Current Role

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

PM133: The Power of a Scorecard: Using
Metrics to Unlock Focus and Accountability
DP136: Best Practices of High Performing
Print Shops

LD131: Effective Approaches to Making
Initial Inroads

AS135: Improving Customer Value by
Reducing Costs and Enhancing Transparency
through Operational and Technical Alignment

GM134: Building Team Camaraderie

US132: Postal Issues and Answers:
Town Hall Discussion

5:30-6:30pm Welcoming Reception

TUESDAY September 30

7:30am-5:00pm Registration Hours
7:30-8:30am Continental Breakfast
8:45-10:00 Keynote Presentation
10:00-11:00 Keynote Presentation
11:00am-3:00pm Exhibition Hours
12:00-1:30pm Leadership Luncheon

1:30-2:30pm Seminars Round Four:

MM240: Strategies to Maximize Postage
Savings through USPS Promotions
and Incentives
PM245: Using Address Change Service,
Informed Visibility, and Secure Destruction to
Make Business Decisions
SS242: Mail & Parcel Screening:
How Safe Are You?
LD249: Mastering the Art of Organization:
Transform Chaos into Clarity
DD244: Solutions to Manage Incoming
Packages and Mail
US248: Election and Ballot Mail

2:45-3:45pm Seminars Round Five:

PM258: Cost Savings Benefits of Informed
Visibility (IV) and Secure Destruction (SD)

AGENDA

DP254: Using AI to Enhance Digital Mail Center Opportunities

LD252: Crucial Conversations: Mastering High Stakes Communication

AS250: Enterprise Postal Governance

GM255: Government Mail Security: Checklist for Success

OS253: Unpacking the Power of Project Management and Mail

4:00-5:00pm Seminars Round Six:

MM265: Postage Optimization Strategies in Today's Mail Industry

DP263: Address Quality - Customer Data - Quality Reporting

SS267: Understanding the Need for Mail/Parcel Screening

AS266: Designing and Developing Work Processes

DD268: Postage Optimization: A Practical Guide

US260: Nonprofit Mail: Requirements, Challenges, & Lessons Learned

5:30-7:00pm Gala Reception *Sponsored by Mail Systems Management Association*

WEDNESDAY October 1

7:30am-12:00pm Registration Hours

7:30-8:30am Continental Breakfast

8:45-10:00am Keynote Presentation

10:15-11:15am Seminars Round Seven:

SS378: How Much is Enough? Budgeting for your Mail Screening Operation

LD377: Importance of Cross-Training Staff

GM373: Best Practices in Government Mail Management

DD375: Parcel Shipping Technology Roundtable

OS372: Professionalism in Office Service Operations

US376: Are You Eligible for Non-Profit Discounts?

11:00am-2:00pm Exhibition Hours

12:00-1:30pm Luncheon Keynote

1:30-2:20pm Seminars Round Eight:

MM383: Building & Maintaining a Postal Program

PM384: Saving Money With Informed Delivery

DP388: Outsourcing Your Print Production

SS389: Hidden Threats in the Mailroom: Modern Approaches to Securing Incoming Mail and Packages

LD380: Leadership and Lifelong Learning

OS386: Creating an Office Services User's Guide

2:30-3:20pm Seminars Round Nine:

MM398: Return Mail: Unlocking Its True Value

PM396: Periodical Mail Town Hall: Issues & Answers

AS399: Dealing With Difficult Employees

GM391: Government Mail/Distribution Operations Roundtable

DD393: Tips for Managing and Reducing Shipping Costs

US395: College & University Mail and Delivery Distribution Management

3:30pm Post-Event Wrap Up

SESSIONS & WORKSHOPS

TRACK#1: Mail Systems Management

MM114: Tips & Tricks to Save on Postage

With postage rates continuing to rise every few months, it is imperative to use every avenue available to reduce and save on those costs. This session will review the 2025 USPS Promotions Calendar and discuss how to receive postal discounts.

Monday, September 29, 2025 - Round One, 2:00-3:00 pm

MM122: Mail Management 101: Sharpen Your Expertise to Optimize Your Mail Center Spend

This session will cover the foundation of mailing, which includes classes of mail, processing categories address requirements. Additionally, you will learn how to efficiently and effectively manage your mailroom workflows to ensure you stay within your budget and time constraints. Topics include production schedules/efficiencies, quality control, mailpiece basics, working with your service provider, data processing issues and how to put it all together. Whether you are an expert or a novice, this program will empower you to build on your postal knowledge.

Monday, September 29, 2025 - Round Two, 3:15-4:15pm

MM240: Strategies to Maximize Postage Savings through USPS Promotions and Incentives

This session reviews the remaining 2025 promotions and the 2026 promotions calendar. It will define each promotion, outline eligible mailpiece types, discount amounts, and guide users through enrolling and tracking savings via the Business Customer Gateway. The session also explains how First Class and Marketing Mail Growth Incentives work, including credit calculations.

Tuesday, September 30, 2025 - Round Four, 1:30-2:30pm

MM265: Postage Optimization Strategies in Today's Mail Industry

This session will cover current strategies aimed at maximizing profitability and reducing Total Cost Per Piece (TCPP) through effective postage optimization and the utilization of USPS Promotions. It will highlight key aspects of understanding, comparing, and analyzing the relationship between postage costs and savings, as well as the direct and indirect costs associated with print media logistics, consolidation, and co-production options to achieve maximum return on investment (ROI) and yield greatest net postage savings.

Tuesday, September 30, 2025 - Round Six, 4:00-5:00pm

MM383: Building & Maintaining a Postal Program

This session will focus on the various resources available to those in the industry who are responsible with running a postal relations program within your organization. With resources from USPS, industry vendors, association groups, MTAC, industry members and additional sources this workshop will be invaluable to you and your company.

Tuesday, September 30, 2025 - Round Four, 1:30-2:30pm

MM398: Return Mail: Unlocking Its True Value

In today's fast-paced and data-driven environment, handling return mail remains one of the most persistent challenges for organizations of all sizes. Yet, with the right strategies and modern tools, return mail can transform from a cumbersome obstacle into a valuable source of insight and operational improvement. This session will explore why investing time and resources in processing return mail is not just worthwhile, but essential for maintaining data accuracy, reducing costs, and enhancing customer engagement. Join industry experts as they guide you through creating a modern, efficient approach to managing return mail, ensuring your organization stays ahead in compliance, customer satisfaction, and operational excellence.

Wednesday, October 1, 2025 - Round Nine, 2:30-3:20pm

SESSIONS & WORKSHOPS

TRACK#2: Postal Mail Management

PM120: Enterprise Payment System

EPS allows customers to pay for Postal products and services through a single account. EPS payment account management provides enhanced security, centralized balances, account management, and self-service customer experience. EPS supports commercial, domestic, and international products and services and provides mailers information indicating the date and time of delivery or attempted delivery of mailed item.

Monday, September 29, 2025 - Round Two, 3:15-4:15pm

PM133: The Power of a Scorecard: Using Metrics to Unlock Organizational Focus and Accountability

The Scorecard provides a simple, yet powerful, way to track key performance indicators on a recurring basis. In this session, you'll learn how to build a Scorecard that helps your businesses measure progress towards goals and hold teams accountable.

Monday, September 29, 2025 - Round Three, 4:30-5:30pm

PM245: Using Address Change Service, Informed Visibility, and Secure Destruction to Make Business Decisions

Customer-focus is a goal of most companies. To reach that vision, we need to make decisions to benefit your customers. Data received back from Address Change Service (ACS), Informed Visibility (IV), and Secure Destruction (SD) can help guide decisions to build better customer communications. Come learn about the free data provided and see how to create reports to help connect with your customers.

Tuesday, September 30, 2025 - Round Four, 1:30-2:30pm

PM258: Cost Savings Benefits of Informed Visibility (IV) and Secure Destruction (SD)

In this session you will learn the secrets for implementing Address Change Service (ACS) along with Informed Visibility (IV) to receive updated address information for free. Did you know that the USPS securely destroys undeliverable mail and provides daily electronic files of pieces destroyed with timestamps and dates? Over the past few years costs have increased because of mail not being delivered. Hear first-hand how to obtain significant cost savings along with improved delivery rates.

Tuesday, September 30, 2025 - Round Five, 2:45-3:45pm

PM384: Saving Money With Informed Delivery

Informed Delivery is free and provides an optional notification feature that gives residential consumers the ability to digitally preview their letter-sized mail and manage their packages scheduled arrival. The class will discuss the program and show you how you can take advantage and even receive maximum postal discounts available.

Wednesday, October 1, 2025 - Round Eight, 1:30-2:20pm

PM396: Periodical Mail Town Hall: Issues and Answers

Bring your pressing questions and concerns—our panelists are ready to provide clear, practical answers. This session will delve into topics including Business Reply Mail, tracking and scanning processes, and navigating the MSC help desk and ASC resources for periodicals. Whether you're a mailer or oversee the handling and distribution of periodicals, this session offers essential guidance and the opportunity to engage directly with industry professionals.

Wednesday, October 1, 2025 - Round Nine, 2:30-3:20pm

SESSIONS & WORKSHOPS

TRACK#3: Digital & Print Mail Management

DP111: Mastering Transactional Mail Operations for Success

Discover the essential strategies and best practices required to run a successful in-house transactional mail operation. This engaging, hands-on workshop designed for professionals who oversee or aspire to manage both the ownership and service provider aspects of transactional mail. Participants will explore the complexities of precision mailing, regulatory compliance, and strategic postal governance, all while maintaining a sharp focus on operational efficiency. In a landscape where every detail matters, the success of your transactional mail program depends on the ability to adapt, comply, and innovate. This workshop will equip you with practical tools to streamline your operation, reduce costs, and ensure your communications reach their intended recipients accurately and on time.

Monday, September 29, 2025 - Round One, 2:00-3:00 pm

DP136: Best Practices of High Performing Print Shops

Many printing and marketing service providers struggle with implementing best practices to enhance their performance. In this session, we will delve into the industry to uncover the best practices currently utilized by top-performing print shops. Gain valuable insights, practical tips and strategies to elevate your business operations.

Monday, September 29, 2025 - Round Three, 4:30-5:30pm

DP254: Using AI to Enhance Digital Mail Center Opportunities

This session will examine how AI technology has opened up new opportunities for Digital scanning in the last few years. We'll look at case studies where AI has allowed Mailrooms to provide Digital Scanning services for a much broader range of incoming items from Letters, Invoices, Package Tracking and Handwritten Letters.

Tuesday, September 30, 2025 - Round Five, 2:45-3:45pm

DP263: Address Quality - Customer Data - Quality Reporting

Undeliverable and return mail in the mailing industry organization millions of dollars a year. Many of these losses can

be reduced or eliminated if you put the right solution in place. This session will discuss the monetary impact of UAA and return mail, and which technologies should leverage to drive savings. A review of the CASS and NCOA reports will be included.

Tuesday, September 30, 2025 - Round Six, 4:00-5:00pm

DP388: 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 and the multitude of workflows, processes and functions across an enterprise that need to be involved in the decisions.

Wednesday, October 1, 2025 - Round Eight, 1:30-2:20pm

TRACK#4: Security 2025

SS121: Mail Safety & Security Town Hall

This session will address challenges in mail and facility security amid rising global threats. Topics include screening tools, Fentanyl risks, effective training methods, federal regulations, and strategies to mitigate organizational risks with minimal disruption.

Monday, September 29, 2025 - Round Two, 3:15-4:15pm

SS242: Mail & Parcel Screening: How Safe Are You?

Contrary to widespread belief, the USPS does not screen every piece of mail or parcel they deliver. This course addresses the importance of implementing a mail screening program at your company. Come and hear about current trends, ever-changing threats, local partnerships, and reasons why screening is necessary to protect your company and employees.

Tuesday, September 30, 2025 - Round Four, 1:30-2:30pm

SESSIONS & WORKSHOPS

SS267: Understanding the Need for Mail/Parcel Screening

This interactive workshop will address the origins of mail screening, the ever-changing threats toward government and business mail centers, the need to incorporate formal mail screening processes and protocols into everyday routines. Attendees will gain a fundamental understanding of mail screening requirements and the evolution of mail screening. Learn how technology and changes in the current day threat matrix directly impact the way to process and screen mail.
Tuesday, September 30, 2025 - Round Six, 4:00-5:00pm

SS378: How Much is Enough? Budgeting for your Mail Screening Operation

Regardless of your daily volume of received letters and packages, all Federal Mail centers are required to establish a Mail Screening Security Program and keep an updated Mail Security Plan on hand. Any private organization with a risk of receiving hazardous items should also strongly consider Mail Screening. The primary objective of an effective Mail Screening program is to ensure facility and operator safety and protect organizational assets. But how do you best achieve this key objective with limited resources? This session focuses on how to align your Mail Screening budget most effectively with your organization's risk profile.
Wednesday, October 1, 2025 - Round Seven, 10:15-11:15am

SS389: Hidden Threats in the Mailroom: Modern Approaches to Securing Incoming Mail and Packages

Mail threats have escalated from operational concerns to critical executive safety issues. With public officials, corporate leaders, and high-profile individuals increasingly targeted, the mailroom has become a vital component of executive protection. The nature of threats entering mailrooms has significantly evolved over the past decade. From fentanyl-laced letters and lithium batteries to USB-based cyberattacks and tracking devices, today's mail centers must address risks that extend far beyond traditional powder threats. This session will examine the most prevalent—and frequently overlooked - threats facing mail operations in both government agencies and private sector organizations. This session will present current data and case studies illustrating how threat actors manipulate the

mail channel and how proactive organizations are integrating mail security into comprehensive risk mitigation and crisis management strategies.

Wednesday, October 1, 2025 - Round Eight, 1:30-2:20pm

TRACK#5: Leadership & Professional Development

LD115: Developing a Career Path to Improve and Develop ...YOU!

This session will assist in identifying key steps in career progression. Whether you are in management or a supporting team member you will learn some valuable "how to" steps by being positive, available and visible in a department team environment. Many employees feel "stuck" in a basic job that does not challenge or change - leading to boredom and frustration. The session will address simple steps in learning how to succeed utilizing patience while nailing down task performance. Every facet from basic job execution to knowing where you fit as a team member and asset will aid in your career goals.

Monday, September 29, 2025 - Round One, 2:00-3:00 pm

LD131: Effective Approaches to Making Initial Inroads

This session will teach you how to build influence, create lasting connections, and drive outcomes in complex environments. Tailored for professionals, it provides strategies to establish influence and foster meaningful relationships. Participants will learn techniques for identifying target audiences, crafting value propositions, and engaging key stakeholders in corporate and government settings. Whether seeking collaborations, partnerships, or contracts, this course offers actionable approaches for success.

Monday, September 29, 2025 - Round Three, 4:30-5:30pm

LD249: Mastering the Art of Organization: Transform Chaos into Clarity

Developing good organizational skills is an investment that will pay dividends for years to follow and these skills will filter through all aspects of your professional and personal lives. This workshop provides tools necessary for developing

SESSIONS & WORKSHOPS

better organizational skills at every level. Participants will encounter improved productivity, better management and an overall increase in professional growth and efficiency with everyday tasks.

Tuesday, September 30, 2025 - Round Four, 1:30-2:30pm

LD252: Crucial Conversations: Mastering High Stakes Communication

This session will help leaders enhance their when engaging in crucial conversations, those conversations where stakes are high, emotions run strong, and outcomes significantly impact relationships and success. Participants will learn to recognize when a conversation is "crucial," how to stay calm under pressure, and how to communicate with clarity and empathy. The session offers practical strategies for fostering open dialogue, resolving conflicts, and achieving constructive outcomes in challenging discussions.

Tuesday, September 30, 2025 - Round Five, 2:45-3:45pm

LD377: The Importance of Cross-Training Staff

This session will provide practical strategies for successfully cross-training your staff, allowing you to build a more versatile and agile team. You'll learn how cross-training enhances operational efficiency, improves team collaboration, and ensures better coverage during absences or turnover. By investing in employee development through cross-training, you'll also boost engagement, morale, and retention while preparing your workforce for future growth and challenges.

Wednesday, October 1, 2025 - Round Seven, 10:15-11:15am

LD380: Leadership and Lifelong Learning

In an ever-evolving world, effective leadership requires more than just managing people; it demands continuous growth and adaptability. This session explores the critical link between leadership and lifelong learning. Participants will delve into the importance of constantly updating knowledge, embracing new skills, and fostering a culture of continuous improvement within their teams. Through interactive discussions and practical examples, attendees will gain insights into how lifelong learning can enhance their leadership capabilities, drive innovation, and navigate complex challenges.

Wednesday, October 1, 2025 - Round Eight, 1:30-2:20pm

TRACK#6: Advanced & Strategic Management

AS124: 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. This course will provide attendees with the next step in planning 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.

Monday, September 29, 2025 - Round Two, 3:15-4:15pm

AS135: Improving Customer Value by Reducing Costs and Enhancing Transparency through Operational and Technical Alignment

Join this dynamic presentation that explores how organizations can elevate customer experience, drive down mail-related costs, and foster greater transparency by aligning operational processes with innovative technical solutions. Drawing on real-world case studies and actionable strategies, this session will demonstrate how cross-functional collaboration and smart technology choices can transform your mailing operations. Whether you manage large-scale mailings or oversee communications, you'll discover practical insights to streamline workflows, improve results, and add measurable value to your business.

Monday, September 29, 2025 - Round Three, 4:30-5:30pm

AS250: Enterprise Postal Governance

Address Quality, Move Update, Total Postal Management, Return Mail Management. These are just a few of the basic tasks associated with facilitating an enterprise postal governance program. This session will show you how to implement an Enterprise Postal Governance system in your organization to ensure the benefits are realized by every department in your company.

Tuesday, September 30, 2025 - Round Five, 2:45-3:45pm

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AS266: Designing and Developing Work Processes

Designing and developing work processes is essential for any organization. It enables the creation of standardized procedures that support the organization's goals and reflect its core values. This session will provide a structured approach to help you develop processes tailored to the specific needs of your department.

Tuesday, September 30, 2025 - Round Six, 4:00-5:00pm

AS399: Dealing With Difficult Employees

Learn tools and on how to handle difficult employees. This course will provide solutions and options to conflicts that can arise from difficult employees.

Wednesday, October 1, 2025 - Round Nine, 2:30-3:20pm

TRACK#7: Government Mail

GM126: Top 10 Game Changers Required for Career Success

Soft Skills can sometimes be difficult to describe. It can be that unique attribute or characteristic that facilitates effective communications. This session will demonstrate the importance of developing a core set of soft skills. By managing and looking at the way people interact and seeing things in a new light, you will improve on almost every aspect of your career.

Monday, September 29, 2025 - Round Two, 3:15-4:15pm

GM134: Building Team Camaraderie

This course is designed to equip leaders with tools and strategies to improve team connection and will outline effective communication and define a team. Learn the importance of what it means to be a team and understand your team dynamics.

Monday, September 29, 2025 - Round Three, 4:30-5:30pm

GM255: Government Mail Security: Checklist for Success

This session is designed to equip state and federal mail center professionals with essential knowledge and actionable tools to safeguard their operations. Participants will explore the unique security challenges faced by mail centers, including methods to protect employees, customers, sensitive information, and organizational assets. Attendees will gain insights into the necessity of written Mail Security Plans, regardless of mail volume, and learn how these plans serve as the foundation for secure and efficient mail handling. The discussion will cover potential threats—ranging from targeted attacks to the inadvertent introduction of hazardous materials—and the practical application of security objectives tailored to government environments. This session is ideal for mail center managers, security officers, facility administrators, and anyone involved in the handling or oversight of government mail.

Tuesday, September 30, 2025 - Round Five, 2:45-3:45pm

GM373: Best Practices in Government Mail Management

Underperforming global projects pose significant risk factors that impact organizational innovation, preparedness, and strategic development. Effective leadership plays a crucial role in mitigating these risks. By employing management and leadership best practices, organizations can reduce inefficiencies, prevent surprises, and facilitate successful innovations. Join us to explore the essential leadership practices in government mail management that can drive innovation, reduce risks, and prepare your organization for future challenges.

Wednesday, October 1, 2025 - Round Seven, 10:15-11:15am

GM391: Government Mail/Distribution Operations Roundtable

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.

Wednesday, October 1, 2025 - Round Nine, 2:30-3:20pm

SESSIONS & WORKSHOPS

TRACK#8: Delivery & Distribution Management

DD110: Insights on Today's Supply Chain Management

Through interactive discussions this session empowers participants to recognize the critical links in the supply chain and identify opportunities for innovation and strategic improvement. Attendees will explore the latest trends, technologies, and best practices shaping modern supply chains, and gain practical tools to anticipate disruptions and drive proactive solutions.

Monday, September 29, 2025 - Round One, 2:00-3:00 pm

DD244: Solutions to Manage Incoming Packages and Mail

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 and other changes are driving businesses away from the traditional mail/package delivery at the cubicle models. Lockers can be wonderfully versatile if configured and planned appropriately and not all factors are always obvious.

Tuesday, September 30, 2025 - Round Four, 1:30-2:30pm

DD268: Postage Optimization: A Practical Guide

Postage costs can significantly impact business expenses and profitability. Optimizing your postage spending requires a multi-faceted approach, encompassing strategy, technology, and process improvement. This guide outlines key strategies for reducing postage costs without compromising delivery speed or reliability.

Tuesday, September 30, 2025 - Round Six, 4:00-5:00pm

DD375: Parcel Shipping Technology Roundtable

This session is a must-attend for anyone invested in the future of shipping and logistics. Consumers now expect real-time updates on their shipments, and businesses require deep visibility into their supply chains. The roundtable will discuss the latest innovations in shipment tracking, exception management, and proactive notifications. Using the

right packaging and technology can save your organization BIG money when done correctly. Learn from experts how to reduce costs, decrease delivery times, and save money.

Wednesday, October 1, 2025 - Round Seven, 10:15-11:15am

DD393: Tips for Managing and Reducing Shipping Costs

Are you getting the best rates for your shipping services? Or is the business down the road paying a lot less for the same services? The fact is many businesses do not aggressively manage or monitor their express and package shipments and lose thousands of dollars a year. Join this session to learn some of the little-known secrets for cutting shipping costs.

Wednesday, October 1, 2025 - Round Nine, 2:30-3:20pm

TRACK#9: Office Services Management

OS119: Customer Service 101

Providing exceptional customer service is a cornerstone of organizational success. This course is designed to equip participants with the skills and strategies necessary to foster positive relationships with customers, effectively manage challenging situations, and enhance communication capabilities. Through engaging discussions and practical exercises, attendees will learn how to anticipate and respond to customer needs while maintaining professionalism and empathy. Whether handling difficult interactions or building lasting rapport, this session offers invaluable insights for improving customer service outcomes and strengthening client trust.

Monday, September 29, 2025 - Round One, 2:00-3:00 pm

OS125: Hiring for Growth: Recruiting Talent for the Future, Not Just the Current Role

This session emphasizes the importance of hiring with an eye toward future growth, ensuring that talent is selected

SESSIONS & WORKSHOPS

not only for the skills required in the current position but also for their potential to grow within the company. Leaders will learn how to identify candidates who are adaptable, eager to learn, and aligned with the organization's long-term vision. This approach helps create a talent pool that can drive future success, innovation, and leadership in the organization.

Monday, September 29, 2025 - Round Two, 3:15-4:15pm

OS253: Unpacking the Power of Project Management and Mail

With the increasing demand for efficient project delivery, mastering the art of project management has become a critical skill for both businesses and individuals. This course will cover principles and techniques in accordance with the Project Management Body of Knowledge (PMBOK) 7th Edition, globally recognized standard for project management best practices. Participants will gain an understanding of value delivery, project management principles, as well as performance domains that are important for final delivery. As the mail and shipping industries continue to change with technology evolving and new organizations emerging, it is important to reconsider the global perspectives that are found within the PMBOK Guide.

Tuesday, September 30, 2025 - Round Five, 2:45-3:45pm

OS372: Professionalism in Office Service Operations

Do you run/work in a professional office services center or "the mailroom"? How is it handled when someone in your company comes to you and your staff with all logistics questions? This course will cover these topics and more.

Wednesday, October 1, 2025 - Round Seven, 10:15-11:15am

OS386: Creating an Office Services User's Guide

Clear communication and standardized procedures are the backbone of efficient operations. This session is designed for office service managers, mail center supervisors, and administrative professionals eager to elevate their organization's service delivery. Participants will learn the importance of developing a comprehensive Office Services User's Guide—a critical tool for communicating available services, expectations, and operating standards to every employee. Key topics include identifying core mail and delivery services, establishing measurable service standards, and crafting clear standard operating procedures. The session will

provide step-by-step strategies for creating, maintaining, and distributing an operations guide tailored to your organization's unique needs. Whether you are starting from scratch or seeking to revise an existing manual, this session will equip you with the knowledge and tools to produce a resource that boosts productivity, reduces confusion, and supports a culture of excellence across your office services team.

Wednesday, October 1, 2025 - Round Eight, 1:30-2:20pm

TRACK#10: USPS/Industry Workshops

US117: USPS Promotions: Maximize Savings and Innovation in Your Mailing Strategy

Are you looking for effective strategies to optimize your postage spend and make the most of your mail campaigns? Join this comprehensive workshop, where we'll explore a variety of creative approaches to reducing postage costs by leveraging the latest USPS mailing promotions. Whether you are new to USPS promotions or looking to sharpen your competitive edge, this workshop will equip you with actionable insights to drive results.

Monday, September 29, 2025 - Round One, 2:00-3:00 pm

US132: Postal Issues and Answers: Town Hall Discussion

Join us for an interactive town hall discussion designed specifically for mail and delivery services professionals. No issue is too big—or too small—for this discussion. This session promises lively, solution-focused dialogue, empowering participants with the information and connections needed to navigate the ever-evolving landscape of mail and delivery distribution. Don't miss this chance to engage, learn, and strengthen your operations.

Monday, September 29, 2025 - Round Three, 4:30-5:30pm

US248: Election and Ballot Mail

Explore the critical role that mail plays in the election process with our in-depth workshop on Election and Ballot Mail. This session is designed to provide a comprehensive understanding of best practices, regulatory requirements, and lo-

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gistical considerations unique to election-related mailings. Whether you are a government official, campaign manager, election administrator, or mailing industry professional, this workshop equips you with the knowledge and tools needed to navigate the complexities of election mail and ensure every vote counts.

Tuesday, September 30, 2025 - Round Four, 1:30-2:30pm

US260: Nonprofit Mail: Requirements, Challenges, & Lessons Learned

Direct mail is still a key tool for nonprofit fundraising and communication. Understanding mailing requirements is crucial to avoid costly mistakes. This workshop aims to help nonprofits navigate the processes and challenges of sending mail in 2025 and beyond, covering requirements, terms, definitions, and postage savings. Expect an in-depth look at USPS Nonprofit Marketing Mail.

Tuesday, September 30, 2025 - Round Six, 4:00-5:00pm

US376: Are You Eligible for Non-Profit Discounts?

USPS offers a nonprofit discount that saves up to 60% for First-Class Marketing mail. Organizations such as Agricul-

tural, Educational, Fraternal, Labor, Philanthropic, Religious, Scientific, Veterans and some political committees are eligible for nonprofit discounts. In this session, you will learn on who qualifies for nonprofit discounts, procedure to apply for nonprofit discounts, preparation of nonprofit mail.

Wednesday, October 1, 2025 - Round Seven, 10:15-11:15am

US395: College & University Mail and Delivery Distribution Management

Join us for an engaging educational session designed for professionals who manage mail and delivery services in higher education settings. Industry veterans will share tried-and-true strategies for streamlining departmental operations, reducing costs, and enhancing the quality of service delivered to your academic community. In this session, you'll discover the critical role that effective communication plays in departmental success. Learn how to build stronger connections with students, faculty, and staff by implementing innovative training seminars and workshops that empower your end-users.

Wednesday, October 1, 2025 - Round Nine, 2:30-3:20pm

