

**Choose Individual Sessions on Single Audio CDs - *listed below through Page 4* - OR
Multiple Sessions plus links to available PowerPoint on CD-ROMs - *grouped by NPF Track* - See Page 1**

Sunday, April 1 / Workshops			Monday, April 2 / Workshops Continued		
API Code	Track	Session Title	API Code	Track	Session Title
001-01-12	CU	Positive Revenue Options for Colleges & Universities	029-01-12	MDPE	Preparing Commercial First-Class & Standard Mail
002-01-12	SS	Tip the Scales in Your Favor with USPS Shipping Solutions	030-01-12	PER	Magazine Evolution in a Digital World
003-01-12	MDPE	Postal Explorer - Business Tools to Deliver Success	031-01-12	SS	Shipping Solutions for e-Commerce Businesses
004-01-12	MCM	Continuous Improvement Using Lean Six Sigma	032-01-12	DM	The Best of Deliver Magazine - Innovative Direct Mail
005-01-12	IM	Getting Started: Intelligent Mail for New Users – Note: 2 Audio CDS	033-01-12	PDL	Managing Your Career
006-01-12	NP	Direct Mail Fundraising 101	034-01-12	ADD	Magical Efficiency: The Address Management System
007-01-12	CU	Waste Free Mail	035-01-12	TM	New Picture Permit, Alternative Postage to Keep Mail Relevant
008-01-12	SS	FedEx & UPS Invoice Shock? Use USPS Instead!	036-01-12	SAFE	Cyber Predators - Protecting Your Business and Your Children
009-01-12	MDPE	Walking Through the Gateway to Mail Services	037-01-12	SS	Beyond the Package
010-01-12	DM	Results Rock - Direct Mail Basics - TEST, TEST, TEST!	038-01-12	MDPE	Paperless Induction
011-01-12	PCC	PCC Leadership Opening Session	039-01-12	MCM	Boot Camp for Mail Center Managers
012-01-12	SUS	Five Easy Pieces: Eco-Friendly and Cost-Effective Practices	040-01-12	DM	Profitable Direct Mail Means Practical Creative & Marketing
013-01-12	PER	Periodicals - Adapting to a Changing World	041-01-12	PI	Innovations in Technology & Delivery Enhanced Product Information
014-01-12	ADD	It's a Global Market - Address It	042-01-12	ADD	Understanding the Change of Address Process
015-01-12	GLO	Global 101 - The Nuts & Bolts of USPS International Shipping	043-01-12	GLO	Growing Your Business Beyond US Borders, Now!
016-01-12	OSS	Social Media + Direct Mail: Love at First Link!	044-01-12	DM	Promotions & Incentives for Mail
017-01-12	MCM	Quality Control in Mail Center Operations	045-01-12	PDL	Diary of a New Mail Manager
018-01-12	IM	Intelligent Mail for Seasoned Users – 2 CDS	046-01-12	PDL	Managing People is Like Herding Cats
019-01-12	NP	What's Working in Direct Mail Fundraising	047-01-12	SS	Shipping & Mailing - Evolving & Adapting
020-01-12	SUS	Building a Successful Mail Conservation Culture	048-01-12	OSS	Social Media + Direct Mail: Keeping the Love Alive!
021-01-12	PER	Small Volume Periodicals Mailers - Take Advantage & Save!	049-01-12	ADD	Attacking Return to Sender Mail from All Directions
022-01-12	IT	Are Cloud-Based Solutions Right for Your Business?	050-01-12	MDPE	Mailing Made Easy for Small Businesses
023-01-12	DM	Marketing Automation & Direct Mail	051-01-12	DM	Hallmark Gold Crown Stores' Custom Direct Marketing
024-01-12	DM	Paper, Print & Mail in the Digital Age	052-01-12	MCM	Introducing Performance Metrics to the Print & Mailroom
025-01-12	TM	2nd Ounce, Transpromo, Inserts, QR Codes - How to Get the Most Value	053-01-12	TM	Maximize Cash Flow & Improve Responses with Reply Mail
Monday, April 2 / General Session & Workshops			054-01-12	DM	Designing Mail that's Irresistible
026-01-12	GEN	Opening General Session: Featuring Postmaster General Pat Donahoe	055-01-12	PDL	Public Speaking & Powerful Presentations
027-01-12	GLO	Understanding Your International Billing to Choose the Right Shipper	056-01-12	MDPE	Mail Entry the Seamless Way
028-01-12	SAFE	Security: It Comes with the Stamp!			

Monday, April 2 / Workshops Continued**Tuesday, April 3 / Workshops Continued**

API Code	Track	Session Title	API Code	Track	Session Title
057-01-12	NP	Mailing at Nonprofit Prices	086-01-12	PI	Predictive Enterprise Analytics & Product Information Reporting
058-01-12	PCC	Vision, Passion & Purpose for PCCs	087-01-12	OSS	Boost Your Business with Mobile Printing
059-01-12	MDPE	Marketing Applications for Mailpiece Tracking	088-01-12	SAFE	Improving Mailroom Security for Employees and the Bottom Line
060-01-12	OSS	The Mail Moment & Social Networking: Your New BFFs	089-01-12	DM	New Ideas for Small Business
061-01-12	PDL	What Did You Say?	090-01-12	PCC	PCC Planning - How to Eat an Elephant!
062-01-12	MCM	Volunteers - The Answer to Your Budget Woes?	091-01-12	MCM	Marketing the Mail Center
063-01-12	IM	Visibility Data - What Is It & How Do I Use It?	092-01-12	ADD	Better Address Hygiene - Just Look to the Sky
Tuesday, April 3 / Executive Briefing & Workshops			093-01-12	PI	Capturing Product Information through Updates in Technology
064-01-12	GEN	Executive Briefing - Perspectives on Tomorrow's Mailing Industry	094-01-12	SS	Rediscover Returns from the USPS
065-01-12	ADD	Mailing Across Borders	095-01-12	SAFE	Ensuring the Security/Resiliency of the Postal & Shipping Sector
066-01-12	PDL	Time Management Skills - Managing Your Day	096-01-12	MCM	Mailing Strategies: CO-PAL, CO-MAIL and CO-Production
067-01-12	DM	Not Business as Usual	097-01-12	OSS	Executing a Successful QR Code Campaign
068-01-12	PDL	Networking 101: Get Connected... Stay Connected	098-01-12	PDL	Effective Leadership & Role of the Mentor
069-01-12	MCM	Developing a Training Program for Mail Centers	099-01-12	OSS	Preparing Cross Media Campaigns for Optimum Results
070-01-12	SAFE	Protecting Small/Medium Business Environments from Hackers	100-01-12	OSS	Become a Webinar Wizard: How to Conduct Successful Webinars
071-01-12	ADD	Swimming in a Sea of USPS Data Sources - Sink or Succeed	101-01-12	PI	Managing Package Information with New Tracking Technology
072-01-12	ADD	Fundamentals of Great Address Quality	102-01-12	DM	How to Choose Your Specific Target Market
073-01-12	PDL	When Generations Collide - A "New" Diversity Issue	103-01-12	DM	Direct Mail - Making the Sale
074-01-12	MDPE	Mailers' Guide to Folded Self-Mailers	104-01-12	OSS	Postal Transformation through Digital Solutions
075-01-12	GEN	Plan to Profitability - USPS 5 Year Business Plan	105-01-12	PDL	Best Practices of Great Leaders
076-01-12	MCM	Selecting & Managing an Outsourcing Partner	106-01-12	PDL	Mailing Industry Certifications & Training Opportunities
077-01-12	GLO	Maximize Your Potential Global Discounts	107-01-12	ADD	Implement Company-Wide Address Data Enrichment
078-01-12	TM	Political Mail Advertising - What You Need to Know for 2012	108-01-12	MDPE	Tools & Support Solutions for Mailpiece Design
079-01-12	ADD	Diving Deep Into NCOALINK & ACS	109-01-12	PI	Growing Mail through Service Diagnostics and Product Information
080-01-12	TM	Transactional Print & Mail - What Is the Best Solution?	110-01-12	TM	Vote by Mail: Best Practices in Automating the Process
081-01-12	SAFE	Detecting Suspicious Powders - A Safe & Sane Response Plan	111-01-12	PDL	Hiring & Interviewing - Best Practices on Both Sides
082-01-12	OSS	Hybrid Digital Mail & the Postal Service of the Future	112-01-12	MDPE	Seamless Package Entry
083-01-12	MCM	Re-Engineering Government Mail & Print Operations	113-01-12	OSS	Bringing the Post Office to Your Office - Made Simple!
084-01-12	DM	Developing & Implementing Strategies for the Future	114-01-12	MCM	Succession Planning for Mail Center Managers
085-01-12	DM	Every Door Direct			

Tuesday, April 3 / Workshops Continued

<u>API Code</u>	<u>Track</u>	<u>Session Title</u>
116-01-12	IM	From Zero to E-DOC in Plain English

Wednesday, April 4 / Executive Briefing & Workshops

117-01-12	GEN	Executive Briefing - Ensuring a Bright Future - It Ain't Your Grandfather's Post Office Any More
118-01-12	SS	Simplify Your Multi-Location Shipping
119-01-12	PDL	How to Apply Disney's Creative Spirit to Your World
120-01-12	PDL	You Don't Have to Be a Doctor to Have Good Bedside Manners!
121-01-12	PDL	Measuring & Improving Employees' Performance
122-01-12	PDL	Keys to Developing High Performance Teams
123-01-12	IM	Coloring Outside the Lines - Innovative Uses for the IMb
124-01-12	IT	Safe & Secure - Protecting Your Business Information with the USPS
125-01-12	GLO	Global Business Officer Feedback Session
126-01-12	ADD	Guide to Maintaining Address & Mail Quality
127-01-12	IM	Reap the Benefits of Intelligent Mail Full Service
128-01-12	PDL	Leadership & Team Building
129-01-12	IT	More Automation, More Profit
130-01-12	TM	New Economics of Production Mail

**3-Day
Mail Design Professional Course**
Available on:
1 CD-ROM
(3 days of Session Audio Recordings plus links to available PowerPoint Presentations)
OR
Individual Audio CDs
(Session Audio Recordings - grouped by day)

<u>API Code</u>	<u>Track</u>	<u>Session Title</u>
131-01-12	MDP	Mail Design Professional Course - Sunday, April 1 – Note: 2 Audio CDs
132-01-12	MDP	Mail Design Professional Course - Monday, April 2 – Note: 3 Audio CDs
133-01-12	MDP	Mail Design Professional Course - Tuesday, April 3 – Note: 3 Audio CDs

Media Choices...

CD-ROMs
Contain
Multiple Session
Audio Recordings plus
Available PowerPoint Links
(Grouped by NPF Track - See Page 1)

Audio CDs
Contain
Individual
Session Audio Recordings
(See Pages 2 - 4)

API Session Codes (abbreviated) grouped by NPF Track:

- ADD – Addressing – 014, 034, 042, 049, 065, 071, 072, 079, 092, 107, 126
- CU – Colleges & Universities – 001, 007
- DM – Direct Mail - 010, 023, 024, 032, 040, 044, 051, 054, 067, 084, 085, 089, 103, 102
- GEN – General – 026, 064, 075, 117
- GLO – Global Business – 015, 027, 043, 077, 125
- IM – Intelligent Mail – 005, 018, 063, 116, 123, 127
- IT – Information Technology – 022, 124, 129
- MCM – Mail Center Management – 004, 017, 039, 052, 062, 069, 076, 083, 091, 096, 114
- MDP – Mail Design Professional Course – 131, 132, 133
- MDPE – Mail Design, Preparation & Entry – 003, 009, 029, 038, 050, 056, 059, 074, 108, 112
- NP – Nonprofit Mailers – 006, 019, 057
- OSS – Online Solutions & Services – 016, 048, 060, 082, 087, 097, 099, 100, 104, 113
- PCC – Postal Customer Council – 011, 058, 090
- PDL – Professional Development & Leadership - 033, 045, 046, 055, 061, 066, 068, 073, 098, 105, 106, 111, 119, 120, 121, 122, 128
- PER – Periodicals – 013, 021 030
- PI – Product Information – 041, 086, 093, 101, 109
- SAFE – Safety & Security – 028, 036, 070, 081, 088, 095
- SS – Shipping Services – 002, 008, 031, 037, 047, 094, 118
- SUS – Sustainability – 012, 020
- TM – Transactional Mail – 025, 035, 053, 078, 080, 110, 130

API not responsible for changes, cancellations, session content, or nonavailability.