

Take the mystery out of complex postal, express mail, and parcel requirements.

Pitney Bowes award-winning Mail Management Seminars, held at the beautiful Dolce Atlanta-Peachtree Conference Center in Peachtree City, Georgia, provide practical solutions that help your company maximize productivity and cut costs.

Who Should Attend?

- > Managers
- > Executives
- > All mail center employees

Each seminar is two (2) days:

DAY ONE:
DAY TWO:

8:15 a.m. to 5:00 p.m.

8:15 a.m. to 4:00 p.m.

Participants will earn a certificate of completion as well as 5 qualifying points (every 3 years) toward the Mailing Systems Management Association CMDSM / CMDSS program for each Mail Management Seminar attended (i.e. Basic, Intermediate, and Advanced).



Staying abreast of changes in the industry is crucial to the success of any effective mail center manager. Information obtained from the Pitney Bowes Mail Management seminars keeps me on the forefront of what's happening in the industry. These seminars should be a top resource for any mail center manager, whether you're a beginner or a veteran.

Mike Butts
MQC – Manager
University of Alabama

The Pitney Bowes Mail Management Seminars

EACH SEMINAR IS TWO (2) DAYS. SEMINAR TOPICS INCLUDE:

BASIC

Basic Mail Management Seminar

Top 10 Concerns of Mail Center Managers – Discuss solutions to top issues such as employee education, motivation, training, communication with the Postal Service™, Mystery Mail and more!

Presorting Options – Learn the perceived benefits of various presorting methods, including in-house solutions and presort bureaus, enabling mailers to make informed decisions regarding the best solution for their business or organization.

Reply Mail Options – Gain knowledge of general concepts relative to reply mail that may improve cash flow and/or achieve greater response rates. Participants will learn the elements of Courtesy Reply Mail™ and Business Mail, including how to determine which option(s) best meet their mailstream objectives.

Postal Accountability and Enhancement Act (PAEA) – Learn the basics of the new Postal Laws and how the laws affect your organization.

Intelligent Mail® Barcodes – The Intelligent Mail® barcode will be required to qualify for the best automation prices. Learn how to transition from the POSTNET™ barcode to the Intelligent Mail® barcode and how the IMB will track mail and improve address quality.

Mail Center Security I – Discuss the basic elements of creating a safe and secure mail center facility, recognizing a suspicious package and best practices for mail center security.

Extra Services – Learn the most commonly used USPS® Extra Services while maximizing a postage budget. It will address how the use of Priority Mail® with USPS® Extra Services might reduce some carrier expenses while still meeting objectives.

Mailpiece Design – Is it a letter? Is it a flat? Is it a parcel? During this session learn how to design mailpieces for maximum savings and impact.

Managing Postage Expenditures – Discuss the key elements relative to retail and discount First-Class Mail®, Package Services and Standard Mail®. Learn how shape and physical characteristics can impact postage as well as strategies to mitigate postage expenditures.

Information Resources – Learn about industry publications, tradeshow, associations and electronic tools and websites that will enable you to stay up to date with the ever-changing USPS.

Industry Certifications – Learn about educational and certification programs, and how to get started on the road to professional accreditation.

INTERMEDIATE

Intermediate Mail Management Seminar

PAEA – In this module, learn about new developments relative to the PAEA, new or proposed mailing standards as well as other “industry” news.

Reply Mail Options – Discuss key elements of Priority Business Reply Mail and International Business Reply Mail.

Address Quality – Understand how UAA mail negatively impacts their organization and what solutions are available to improve address quality.

Mail Center Security II – Discuss potential risks and hazards to your mail center as well as steps that can be taken to protect assets and employees.

Inbound Tracking and Delivery of Business – The need for accountability and security dictates that organizations improve the tracking and internal delivery processes of business-critical mail. This session, while not vendor or product specific, will introduce participants to processes and solutions that can ensure efficient delivery and accountability of mailpieces and packages.

Manifesting Mail – Many organizations find that manifesting provides greater flexibility and efficiency relative to processing their mailpieces and packages. This module outlines the benefits of manifesting as well as the general requirements to manifest mail.

OneCode ACS™ and OneCode CONFIRM® – Participants will be introduced to the benefits of OneCode ACS to improve address quality and OneCode Confirm to track in-bound and outbound mail.

Carrier Negotiations – Learn how to overcome elements that negatively impact their shipping budget. Participants will learn strategies to mitigate shipping expenditures as well as how to better negotiate rates with private carriers.

ADVANCED

Advanced Mail Management Seminar

Direct Mail Strategies to Grow Your Business – Discuss the value of mail and key elements on how to grow your business using the mail, including targeted mail and list management, as well as concepts such as Customized MarketMail® and Repositionable Notes.

Mail Center Security III – Participants will learn about how to develop a Mail Center Security Guide

Risk Assessment and Disaster Recovery – Learn the basics of creating a Disaster Recovery Plan for your mail center.

Measuring & Improving Productivity – Discuss the purpose and benefits of utilizing metrics to maximize postage and shipping expenditures, staffing and operations.

Best Practices for Writing Job Descriptions and Hiring Mail Center Employees – Proper hiring practices can help reduce turnover and help you find better-qualified candidates.

PAEA – Learn about new developments relative to the PAEA, new or proposed mailing standards as well as other “industry” news.

Merging Print and Mail – Does it make sense to merge your print and mail operations? This seminar will help you discover the impact a merger could have on your organization.

Make Your Mail Center Green – Discuss strategies to make your mail center green.

The Pitney Bowes Mail Management Seminars are available for managers, executives and all mail center employees. Seminars are normally conducted monthly. For exact dates and reservations contact:



Pitney Bowes Customer Education
201 Aberdeen Parkway
Peachtree City, GA 30269-1422
Phone: 770-487-3028
Fax: 203-460-3969
www.pb.com/mms
customer@pb.com

“Every organization needs a mailing professional dedicated to the rapid changes in today's postal environment. The Pitney Bowes Mail Management Seminars provide the industry's highest level of professional training. I highly recommend these seminars.”



Bill Snook
CMDSM, EMCM Manager,
Mail Distribution & Fulfillment
XLHealth Corporation

How to Enroll

The Pitney Bowes Mail Management Seminars are available for managers, executives, and all mail center employees. Seminars are normally conducted monthly. For exact dates and reservations contact:

Pitney Bowes Customer Education
201 Aberdeen Parkway
Peachtree City, GA 30269-1422

Phone: 770-487-3028
Fax: 203-460-3969
www.pb.com/mms
customerred@pb.com

Price (Tuition):
\$1,295.00 per person*

Includes meals and 2 nights lodging at the Dolce Atlanta - Peachtree Conference Center, and ground transportation via Dolce shuttle to/from Atlanta airport, reference materials, a copy of "The Condensed Reference to Postal Knowledge," and up-to-date information on the latest technology and mailing methods.

A ten percent (10%) discount is available for three or more people attending from the same company.

To meet the specific needs of businesses and organizations, these seminars may be customized and offered through various delivery methodologies including on-site and virtual training. For entities having 12 or more persons attending a seminar, Pitney Bowes will customize and deliver the seminar at the business or agency's location.



Pitney Bowes Customer Education
201 Aberdeen Parkway
Peachtree City, GA 30269-1422
Phone: 770-487-3028
Fax: 203-460-3969
www.pb.com/mms
customerred@pb.com

*Customers investing \$12,000 or more in a Pitney Bowes solution are eligible to send one individual for complimentary attendance, within 1 year of lease/purchase, to either the Basic or the Intermediate Mail Management Seminar.



“After attending the Basic and Advanced Mail Management Seminar, I turned a job into a financially rewarding career.”

Roosevelt Bruny
EMCM, MQCS
Postal Center Manager
United Auto Insurance Co.



Strategies to Maximize Productivity and Reduce Operational Costs

Mail Management Seminars



3 Step Seminar Series

Basic

Basic - This interactive seminar is ideal for new managers as well as experienced managers seeking the latest USPS® and carrier information to mitigate postage and shipping expenditures and improve processes within their centers. Topics include basic skills of mail center management, classes of mail, shape-based rates, the new postal law, Intelligent Mail® Barcodes, Reply Mail Options, Extra Services, Mail Center Security and much more.

Intermediate

Intermediate - This seminar is specifically designed as a follow up to the Basic seminar. This seminar includes in-depth information and strategies to better manage mail center operations and expenses. Topics include Manifesting Mail, the USPS® Flat Sequencing System, Address Quality, Carrier Negotiations and Intelligent Mail® solutions.

Advanced

Advanced - The third step in this complete mail center management program includes up-to-the moment postal and industry news and regulatory changes, Risk Assessment and Disaster Recovery, Measuring & Improving Productivity, hiring, writing job descriptions, and Direct Mail strategies to Grow Your Business.

