

United States Postal Service®

# INDUSTRY ALERT

April 10, 2024

## National Postal Forum (NPF) Workshops and Workshop Tracks Selected

We are only 53 days away from NPF, the premier shipping, mailing, and supply chain conference. One of the main drivers of NPF attendance is education and this year we have over 120 workshops led by USPS representatives and industry experts. The workshops at NPF provide a unique opportunity for professionals to connect, learn, and innovate –strategies to grow professionally, expand knowledge and achieve sustainable success.

NPF offers six distinctive tracks and related workshops curated to drive results. This year the tracks are:

- Pioneering the Future; Innovative Data Technology Solutions
- Growing the Mail Through Innovation
- Designing Shipping Solutions for a Competitive Edge
- Operations Efficiency from Mailing Preparation to Delivery
- Supplier Connections: Supply Chain and Transportation Strategies for Success
- Leadership Strategies for Professional Enrichment

A sampling of workshops this year include:

**State of GenAI 2023 and Beyond: Implementation, Adoption, and Success** – Glean insights from a recent survey conducted by Guidehouse in conjunction with CDO Magazine on the *State of GenAI 2023 and Beyond*. Generative AI offers the potential to radically transform industries. Many organizations are already excitedly implementing Generative AI strategies and tools, while others are more cautiously weighing their challenges and risks. Where are you in this game-changing journey? This session will draw upon insights from hundreds of survey respondents across different industries on their journey related to GenAI, and those who have started to embrace AI.

**Lessons From Political Mail** – Few organizations use direct mail as consistently and effectively as political campaigns. As we approach another national election, let's explore why campaigns keep coming back to mail—and how they make it so effective.

**Informed Delivery: New Features and Enhancements** – This workshop will provide an update on recent developments in Informed Delivery, including interactive campaign for packages, and a look ahead. The workshop will feature in-depth descriptions of new and planned features, program metrics, and success stories from brands who've utilized Informed Delivery to promote their products and services. This workshop will be appropriate for both business and technical audiences.

**Developing Innovative Leaders** – In today's shipping and logistics industry, there is no doubt innovation is key. This is because rapidly changing technology is continuing to drive changes in what we do and how

we do it. To navigate change, the most effective way to stay competitive is to make innovation a habit throughout your organization. This workshop will focus on sharing best practices in how organizations can create innovative leaders - leaders that prioritize learning fast, bring a growth mindset, and lead with curiosity. The facilitators will leverage commercial case studies to showcase how a mindset shift towards innovation can serve as a launching pad for digital transformation. It will showcase the role of innovative leadership as the grounding force for making this shift possible.

**Shipping Industry Trends** – Businesses are continually evolving their business models to meet customer demands while managing their own bottom line. In a time of high inflation, excess capacity in logistics networks, bottom line pressures and layoffs, and evolving consumer demands, businesses are adapting how they meet their customer needs profitably.

If you attend certain workshops you may be eligible for a *Direct Mail Marketing* or *Mail Center Manager* Credly badge. The badge can be displayed on your social media sites showing your commitment to skill development and continuous learning.

A complete list of all workshops is available on the NPF website: [Workshop Tracks | National Postal Forum \(npf.org\)](https://www.npf.org).

If you need assistance, please send an email to: [NPFFeedback@usps.gov](mailto:NPFFeedback@usps.gov).

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