

WORLD OF ACCUZIP

ACCUZIP'S INAUGURAL
USER GROUP CONFERENCE

THREE EXCITING TRACKS!

TECHNICAL TRACK:
LEARNING THE BASICS

TECHNICAL TRACK II:
MASTER YOUR SUCCESS

SALES & MARKETING TRACK:
GROW YOUR BUSINESS

APRIL 7th THROUGH 9th IN LEAGUE CITY, TEXAS

WORLD OF ACCUZIP

SCHEDULE OF EVENTS

Sunday, April 7

6PM – 8PM

Session: Evening Welcome Reception

Speaker: Steve Belmonte

Location: (Check in at Lobby) Oasis West Pool Area

Monday, April 8

6:30AM – Optional Sunrise Walk & Stretch

Location: Meet in the Lobby and walk to the Fitness Center along the Marina

8AM – 8:30AM – Registration & Continental Breakfast

Location: Reception Area (Located at the Crystal Ballroom Entrance)

8:30AM – 9AM

Session: Keynote Welcome Speech (What to Expect and Helpful Tips)

Speaker: Kristen McKiernan

Location: General Session Room (Crystal Ballroom: Salons A-B-C)

9AM – 9:50AM

Session: 10 Big Ideas for Adding WOW to Your Print/Secrets of Engaging Mail

Speaker: Trish Witkowski

Location: General Session Room (Crystal Ballroom: Salons A-B-C)

ACCUZIP USER EXPERIENCE LOUNGE

Located in the Boardroom, the user experience lounge will be open throughout the conference for one-on-one boutique user trainings and Q&A sessions with AccuZIP Product Specialists and Customer Care Specialists.

Monday, April 8	TECHNICAL TRACK	TECHNICAL TRACK II	SALES & MARKETING TRACK
Breakout Session 1 10AM – 10:50PM	Session: AccuZIP 101: Covering the Basics Speaker: Donna Sue Tackett Location: Amphitheater	Session: Periodicals 101 Speaker: Chrissy Anderson Location: Baccarate, Steuben, & Waterford (BSW)	Session: Marketing and Mailing with AccuTrace Speaker: Nicki Crowell of MLI Marketing Solution Location: Pier Room
Breakout Session 2 11AM – 11:50PM	Session: AccuTrace: Mail Tracking & Reporting Speaker: Eric Lambeth Location: Amphitheater	Session: Merge/Purge and Deduping Speaker: Terry Crouch Location: Baccarate, Steuben, & Waterford (BSW)	Session: AccuEngage for Informed Delivery and 2019 USPS® Promotions Speaker: Kristen McKiernan Location: Pier Room
12PM – 1PM		LUNCH	
Location: Marina Plaza Ballroom			
Breakout Session 3 1PM – 1:50PM	Session: Every Door Direct Mail® Mailings – Presorting and Preparation Speaker: Donna Sue Tackett Location: Amphitheater	Session: AccuZIP6: Scripting & Commands – Automation and Manipulation Speaker: Dave Belmonte Location: Baccarate, Steuben, & Waterford (BSW)	Session: Turbo Charge your Variable Data Printing Speaker: John Henry of Speedway Press Location: Pier Room
Breakout Session 4 2PM – 3PM	Session: AccuZIP6 Label and Report Design Speaker: Donna Sue Tackett Location: Amphitheater	Session: AccuZIP RESTful APIs – Integration Anyone? Speaker: Steve Belmonte Location: Baccarate, Steuben, & Waterford (BSW)	Session: Personalize for Profit – DES, Mailing Lists, and Variable Data Maps Speaker: Eric Lambeth Location: Pier Room
3PM – 3:15PM		BREAK	

3:15PM – 4PM

Session: Q&A Panel with AccuZIP staff & Industry Experts

Location: General Session Room (Crystal Ballroom: Salons A-B-C)

5:30PM – Shuttle to Kemah Boardwalk (Meet in Lobby)

6PM – 9:30PM – Yacht Dinner Cruise

Location: Arrive at Kemah Boardwalk at 6PM. Cruise is on the Boardwalk Fanta Sea Yacht

Tuesday, April 9

6:30AM — Optional Sunrise Walk & Stretch

Location: Meet in the Lobby and walk to the Fitness Center along the Marina

7:45AM – 8AM — Continental Breakfast

Location: Reception Area (Located at the Crystal Ballroom Entrance)

8:00AM – 8:15AM

Session: Welcome to Day 2! (What to expect on the final day)

Speaker: Kristen McKiernan

Location: General Session Room (Crystal Ballroom: Salons A-B-C)

8:15AM – 9:15AM

Session: Cyber Security Awareness – Security Concerns and Solutions

Speaker: Joshua Davis, International Cyber Security Evangelist

Location: General Session Room (Crystal Ballroom: Salons A-B-C)

Tuesday, April 9	TECHNICAL TRACK	TECHNICAL TRACK II	SALES & MARKETING TRACK
Breakout Session 1 9:30AM – 10:20PM	Session: Full-Service Mailings (Preparing and Submitting) Speaker: Eric Lambeth Location: Amphitheater	Session: Business Reply Mail and Courtesy Reply Mail Speaker: Donna Sue Tackett and Chrissy Anderson Location: Baccarate, Steuben, & Waterford (BSW)	Session: Marketing to the Generations Speaker: Trish Witkowski Location: Pier Room
10:20AM – 11AM Check out of Hotel Room (11AM Checkout Required)			
Breakout Session 2 11AM – 12PM	Session: Deep Dive into the Mailer Scorecard Speaker: Tom Glassman Location: Amphitheater	Session: IMpb®, Parcel Presorts and Parcel Data Exchange (PDX) uploads Speaker: Donna Sue Tackett & USPS® Rep from Houston Location: BSW	Session: Improving profitability in Direct Mail Speaker: Ron Labrozzi of Mailstar Location: Pier Room

12PM – 1PM — Q&A LUNCH (1PM — User Conference Ends & Checkout)

Session: Lunch and Q&A Wrap-Up Panel with AccuZIP Staff & Industry Experts – Farewell

Location: Marina Plaza Ballroom