



Boot Camp 2.0

Dear PCC Executive Board Members,

Did you attend PCC Boot Camp 1.0 that focused on Communication, Education, Policy Administration, and Membership? If so, we are ready to take your PCC to the next level? If you did not attend it's time to take advantage of how to make your PCC the best PCC possible. ***Introducing Boot Camp 2.0!***

Boot camp 2.0 is presented jointly by Postal and Industry personnel to demonstrate the partnership that exist in the most successfully run PCCs.

Industry and Postal are invited to attend. Here is a quick glance of what Boot Camp 2.0 will cover:

How to Grow PCC Membership

- Learn ways to get your PCC noticed and how to target the right audience.
- Discover what PCCs do in order to be successful.
- Find out how PCCs build strong memberships and where to find the right members.
- Hear what companies need to know about the PCC.

How to Market Your Events & Meetings

- See sample mailpieces used to market PCCs and events. **(Each PCC should bring sample mailpieces to share)**
- Find out what meeting formats work and what your attendees want to learn during PCC meetings.
- Learn ways to grow your business through involvement with the PCC.
- Learn who your audience should be for your events.

Policy Administration & USPS Sales Interface

- Experience a comprehensive look at how best to manage your operating capital.
- Learn ways to gain sponsorships.
- Discover how to utilize sponsors and vendors effectively to offset cost.
- Explore ways to engage the USPS Sales Team.

PCC Education

- Find out how to navigate the different tools and websites to be successful in the mailing industry as well as in the Post Office.
- Learn the process for requesting USPS Headquarters speakers.
- Understand how to navigate the internal PCC Blueshare site (Postal Only).
- Find out about the latest and greatest webinars and Workshops-in-a-Box.
- Get an in-depth look at the requirements for the PCC Awards.

Experience all of this and more during Boot Camp 2.0. Get the Industry and Postal perspectives on what has worked for them and how they became successful.

We look forward to meeting you there.

Postal Customer Council Advisory Committee
USPS Industry Engagement and Outreach, Marketing