

# 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 7<sup>th</sup> THROUGH 9<sup>th</sup> 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
<b>Breakout Session 1</b> 10AM – 10:50AM	<b>Session:</b> AccuZIP 101: Covering the Basics  <b>Speaker:</b> Donna Sue Tackett  <b>Location:</b> Amphitheater	<b>Session:</b> Periodicals 101  <b>Speaker:</b> Chrissy Anderson  <b>Location:</b> Baccarate, Steuben, & Waterford (BSW)	<b>Session:</b> Marketing and Mailing with AccuTrace  <b>Speaker:</b> Nicki Crowell of MLI Marketing Solution  <b>Location:</b> Pier Room
<b>Breakout Session 2</b> 11AM – 11:50AM	<b>Session:</b> AccuTrace: Mail Tracking & Reporting  <b>Speaker:</b> Eric Lambeth  <b>Location:</b> Amphitheater	<b>Session:</b> Merge/Purge and Deduping  <b>Speaker:</b> Terry Crouch  <b>Location:</b> Baccarate, Steuben, & Waterford (BSW)	<b>Session:</b> AccuEngage for Informed Delivery and 2019 USPS® Promotions  <b>Speaker:</b> Kristen McKiernan  <b>Location:</b> Pier Room
<b>12PM – 1PM</b>		<b>LUNCH</b>	
Location: Marina Plaza Ballroom			
<b>Breakout Session 3</b> 1PM – 1:50PM	<b>Session:</b> Every Door Direct Mail® Mailings – Presorting and Preparation  <b>Speaker:</b> Donna Sue Tackett  <b>Location:</b> Amphitheater	<b>Session:</b> AccuZIP6: Scripting & Commands – Automation and Manipulation  <b>Speaker:</b> Dave Belmonte  <b>Location:</b> Baccarate, Steuben, & Waterford (BSW)	<b>Session:</b> Turbo Charge your Variable Data Printing and Printing Variable Maps  <b>Speaker:</b> Steve Belmonte  <b>Location:</b> Pier Room
<b>Breakout Session 4</b> 2PM – 3PM	<b>Session:</b> AccuZIP6 Label and Report Design  <b>Speaker:</b> Donna Sue Tackett  <b>Location:</b> Amphitheater	<b>Session:</b> AccuZIP RESTful APIs – Integration Anyone?  <b>Speaker:</b> Steve Belmonte  <b>Location:</b> Baccarate, Steuben, & Waterford (BSW)	<b>Session:</b> Personalize for Profit – DES, Mailing Lists, and Variable Data Maps  <b>Speaker:</b> Eric Lambeth  <b>Location:</b> Pier Room
<b>3PM – 3:15PM</b>		<b>BREAK</b>	

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