



THE PRINTING INDUSTRY OF THE CAROLINAS, INC.

Mailpiece Design Certification Program online

October 23-26, 2023



This certification workshop is via ZOOM for three consecutive days,

- ⇒ 10/23-25/23 from 1:00pm to 2:30pm- EDT
- ⇒ 10/25/23 from 1:00pm to 3:00pm- EDT.
- ⇒ The 10/26/23 session will include a “Postal Update” presentation by Leo Raymond of Mailers Hub starting at 1:00pm-EDT.

Mailpiece Design Certification

Obtaining certification in understanding and designing mail for automation is essential for mailers to get their mail accepted, receive Postal discounts and speed mail delivery for themselves and their customers. PICA will be providing a two-day virtual classroom program with an open book exam for certification as a Mailpiece Design Consultant (MDC).

Who Should Attend?

- Those who need recertification*
- Those responsible for mail processing
- CSRs who interface with clients that mail Graphic Designers
- Salespeople - to provide their customers with mailing advice

Learning Objectives

- Learn the basics of mailpiece design and what is required for automation postage discounts and faster processing through the USPS.

- Find out "WHAT NOT TO DO" to prevent your mail from being rejected, returned or damaged.
- Find out where to go for help for questions, design support and apply the correct postage.
- Find out how your company can reap the benefits of Intelligent Mail Barcode (IMb) with Informed
- Delivery and Informed Visibility.
- Find out about the latest changes to the USPS rates, regulations, and how to keep up to date.

Details

The MDC is a written, open book paper exam that will be given online after the training is completed. There is HOMEWORK. To help you prepare, a PDF study guide and sample test questions will be sent to you upon registration. So, register early to ensure you have your materials in a timely manner.

When registering for the program, attendees will be registered for the MDC exam. The results of the online exam will be given via email along with a certificate. Because the exam is open book, the passing grade is 90%. The test can be taken online one additional time at no additional cost.

* The MDC certification is good for two years.

Member Cost: \$205 Non Member Cost: \$355

Special Guest: Leo Raymond, Managing Director of Mailers Hub (a PINE partner) will be on board to present, "What's Happening Now and What's Coming Up within the USPS".

Instructor: James (Jim) C. Barlow, Jr., CMDSM, EMCM, MDP, MDC, President/Principal Consultant for Mail Systems Management, LLC.

Registration Form: (please print) Member Not-yet member

Payment: Visa MasterCard American Express

Company Name _____

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Lead Webinar Participant _____

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