



THE PRINTING INDUSTRY OF THE CAROLINAS, INC.

# Mailpiece Design Certification Program

Grow the possibilities with this Mailpiece Design Certification



This certification workshop is via ZOOM for four consecutive days.

If your company attended this session in 2022, now is the time to renew your certification. *If your company has never received certification, now is the time to gain this competitive edge.*

⇒ Mon 10/21/24 from 1:00 pm to 2:30 pm

⇒ Tue 10/22/24 from 1:00 pm to 2:30 pm

⇒ Wed 10/23/24 from 1:00 pm to 3:00 pm and

⇒ Thu 10/24/24 session will include a “Postal Update” presentation by Leo Raymond of Mailers Hub starting at 2:30 pm.

### 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 offering this four-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: \$250 Non Member Cost: \$450**

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

**Guest Speaker:** Leo Raymond, Managing Director of Mailers Hub

Registration Form: (please print)  Member  Non-member

Company Name

Address

City, State Zip

Lead Webinar Participant

Email

Payment:  Amex  Discovery  MC  Visa

Name on Card

Credit Card Number

Expiration Date