

Mailpiece Design Certification



WHO SHOULD ATTEND?

- Those who need recertification
- Those responsible for mail processing
- CSRs
- Graphic Designers
- Sales People

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.

PGAMA will be providing a four day virtual classroom program with an open book exam for certification as a **Mailpiece Design Consultant (MDC)**.

COST

PIA MEMBERS: \$215 per person

NON-MEMBERS: \$395 per person

DATE, TIME & PLACE

October 21-24, 2024

Workshop is via Zoom for four consecutive days.

10/21/2024

10:00 AM - 11:30 PM PDT

10/22/2024

10:00 AM - 11:30 PM PDT

10/23/2024

10:00 AM - 11:30 PM PDT

10/24/2024*

10:00 AM - 12:00 PM PDT

**Leo Raymon from Mailers will be a guest instructor during this session*

REGISTRATION

Registrations will be to karissa@piasc.org

Karissa will send materials to every registrant one week before the sessions begin.

LEARNING OBJECTIVES

- Learn the basics of mailpiece design and what is required for automation, postage discounts and faster processing through the U.S. Postal System.
- 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 visibility and informed delivery
- Find out about the latest changes to USPS rates, regulations and how to keep up to date.

SPECIAL GUEST

Leo Raymond, *Managing Director of Mailers Hub* will be on board to present “What’s Happening Now and What’s Coming Up with the USPS”.

INSTRUCTOR

James (Jim) C. Barlow, Jr., CMDSM, EMCM, MDP, MDC, *President/Principal Consultant for Mail Systems Management, LLC*, has a diverse business background with over 25 years in the mailing industry covering commercial printing and mailing and numerous mail services engagements including 13 years supporting outsourced management offerings for Xerox Global Services. Jim is a MSMA Certified Mail and Distribution Systems Manager (CMDSM), a USPS Executive Mail Center Manager (EMCM), a USPS Mail Design Professional (MDP) and a MSMA Mailpiece Design Consultant (MDC). He is a highly rated speaker and frequently presents at the National Postal Forum, MailCom and Postal Customer Council Education Seminars. In addition, Jim is Past President of the Washington Metro Chapter of the MSMA, Past Industry Chairman for the Greater Baltimore Postal Customer Council, a member of PGAMA and an approved Consultant for Mailer’s Hub.

DETAILS

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 get your materials in a timely manner. When registering for the program, attendees will be pre-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.**

This MDC certification is offered in partnership with the Mail Systems Management Association (MSMA), a national organization contributing to the advancement of the mailing industry through education. The coveted MDC certification provides recognition that the individual has achieved the highest level of education and understanding in mailpiece design. Upon a successful passing grade they receive a certificate of achievement and their name appears in the MSMA National Directory of MDCs. The MDC designation will tell your colleagues and customers of your proven education and achievement as a Mailpiece Design Consultant.