PUBLICATIONS AND OUTREACH

ENHANCING THE VISIBILITY OF CROSS-BORDER POSTAL SERVICES

WHY?

To raise awareness of the postal sector worldwide, and to ensure consistent engagement between IPC and its member posts.

HOW DOES IT WORK?

IPC provides a platform for postal operators’ communications and marketing experts to share best practices and contribute to raising awareness of global postal sector initiatives through joint communications actions and tools.

Through its Publications and Outreach service, IPC produces key reports such as the Postal Sector Sustainability Report, UNEX report, and the Postal Regulatory Database, ensuring visibility for IPC.

BENEFITS

- Increased awareness for global postal sector initiatives, through international media
- Organisation of international employee engagement events
- Best-practice sharing through IPC’s Communication Platform for postal operators communications experts
- Access to quality publications on sector data, including trends and market research
SPECIFIC ACTIVITIES

- **Best-practice sharing** for postal operators’ communications experts through IPC’s Communications Platform on issues such as media relations, internal and external communication, shareholders communications, social networks, etc. Through its Communications Platform, IPC provides its members’ communications experts with best practices and benchmarks, as well as access to external specialists. Through this platform, IPC also organises joint communications campaigns and initiatives.

- **IPC external publications**: production of a broad range of publications and leaflets that provide insight into the postal sector, building on the industry intelligence available through IPC and promoting IPC activities, including the IPC Annual Review, the IPC Postal Sector Sustainability Report, the IPC Global Postal Industry Report Key Findings and ad hoc thematic publications. These publications are actively promoted through the IPC website and social networks and are distributed to key stakeholders, including the media.

- **Communications support to IPC services** through a large range of communications channels (newsletters, social networks, press releases, etc.) and through tailored-made activities and tools.

- **Media outreach for IPC services**, including features and interviews in international postal media. Media and PR support also includes participation in international events and exhibitions (preparation of materials and exhibition) as well as recognition through international awards. IPC provides international media or, national media on request of members, with tailored made reports on the international postal sector.

- **The IPC Drivers’ Challenge** is a bi-annual driving competition in which teams composed of a driver and a manager of postal operators compete on eco-driving, driving safety and customer service. The Drivers’ Challenge is organised every year and a half in collaboration with a hosting post. The participants in the IPC Drivers’ Challenge are winners from the national postal challenges and selections. The Drivers’ Challenge aims at promoting postal sustainability efforts and encouraging employee engagement and postal cooperation.

MORE INFORMATION

For more information, visit our website: [www.ipc.be](http://www.ipc.be).
To find out more about IPC Publications and Outreach, contact us via e-mail at IPC-publications@ipc.be.