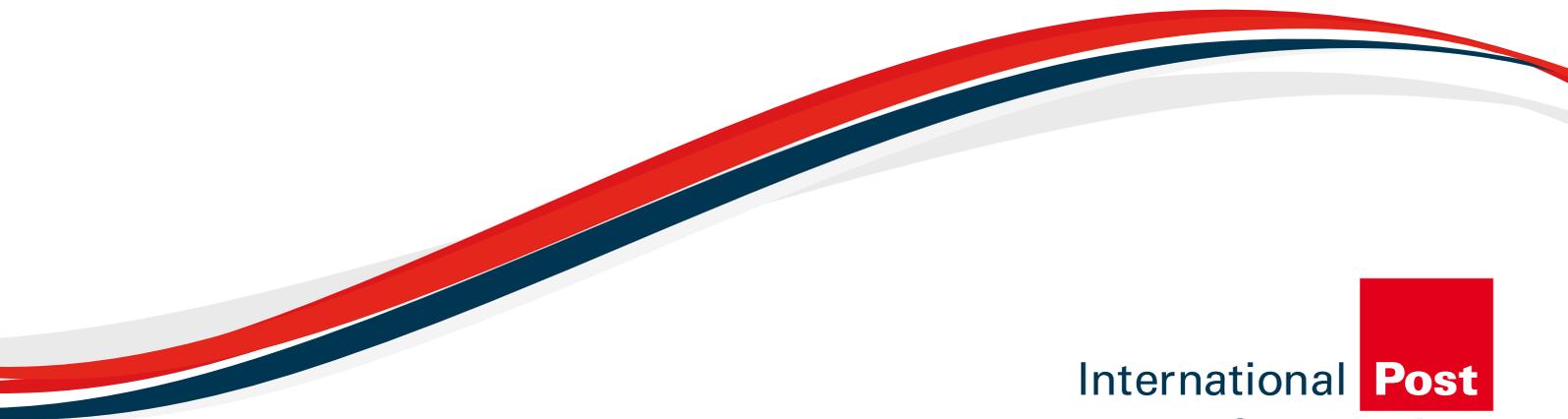




Programme for 2012

IPC's Senior Executive Events

IPC's Senior Executive Forums (SEFs) and Best Practice Seminars (BPSs) are tightly-focused platforms for strategic discussions and best practice sharing that address particular issues relevant to postal executives. Best Practice Seminars gather technical experts who share respective approaches on a given subject, while Senior Executive Forum participants discuss the strategic choices facing them in key business areas.



International **Post**
Corporation



“These forums are inspiring and spark off new ways of thinking that we can share”

Why participate?

Share experiences and learn from peers

In an era of digital substitution, increased competition and the growing liberalisation of markets, postal operators benefit greatly from enhanced cooperation and learning from one another. IPC provides a framework for members and select participants to share knowledge and best practices that is to the benefit of all in a closed, confidential setting.

Discuss ideas, debate issues and develop solutions

Through our SEFs and BPSs we bring together senior postal executives from across a range of functions and facilitate the discussions and debates that can lead to the development of solutions to specific market issues. Concrete outcomes of past meetings to the benefit of all postal operators have included the development of the global postal industry sustainability programme and IPC's accompanying Environmental Measurement and Monitoring System, and the IPC Easy Returns Solution for cross-border e-commerce, for example.

Access key research projects and global academics

These platforms are also an opportunity for posts to commission, design, develop and benefit from IPC's key qualitative and quantitative research projects. Participants also benefit from IPC's unique partnerships with leading global institutions, gaining insights hands-on from some of the world's leading academics. Recent meetings have featured the presentation of:

- IPC research into direct marketing conducted in four European countries that analysed the issues facing marketing professionals in managing multi-channel promotions, the synergies between offline and online communication, the impact of the economic downturn and trends for the future;
- the findings of a holistic analysis of the trends and drivers shaping cross-border e-commerce from the perspectives of both the e-retailer, the consumer, and the identification of collaborative opportunities to grow cross-border package distribution;

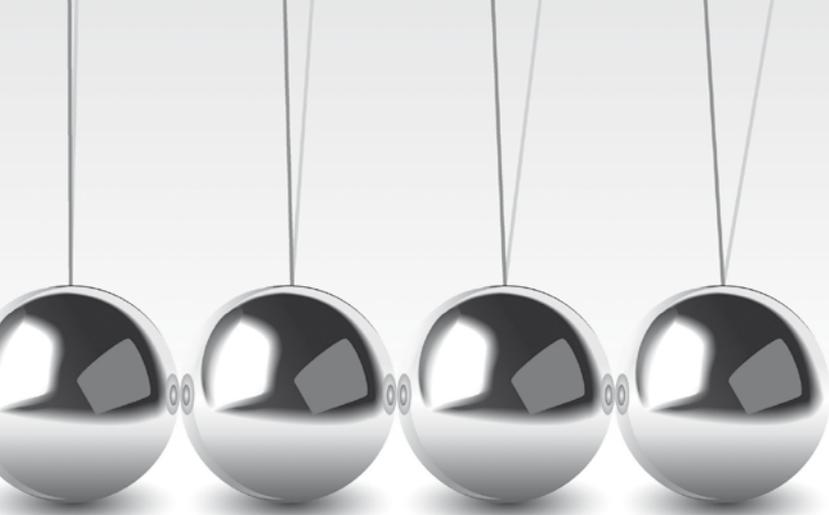
- MIT's Professor Marshall Van Alstyne's analysis of the importance of creating network effects in the development of postal digital platforms;
- MIT Sloan School of Management's Glen Urban's breakthrough insights on advert morphing in real time to decipher online visitors' cognitive styles and enable brands to gear advertising towards the consumer's preferred style;
- business customer priorities and perspectives from eBay, Nespresso, Pixmania and Beiersdorf, and
- insights and intelligence from digital marketing powerhouses such as Google and Emakina.

In 2012 we will continue to focus our SEFs and BPSs on those issues most pressing for the postal industry: opportunities and challenges for posts in direct marketing; e-commerce; digital postal services; regulation in a liberalised environment; the postal workforce for the future; postal sector sustainability, and postal delivery.

Participants will be able to learn from IPC's proprietary research into the habits and trends of digital natives based on 2011 research conducted in the US, Finland and China. The research explores the integration of digital and physical transactional and marketing communications, as well as e-commerce activities among young consumers today and the outlook for 2020. The research involves exploring activities, attitudes and product concepts through an online community of 20- to 35-year-olds.

Take home copies of intelligence documents & presentations, meeting executive summaries and IPC's annual Strategic Perspectives

Participation in the programme allows participants full access to all of the key intelligence reports, participant presentations and the Executive Summary from each event. Moreover, all participating companies will receive copies of IPC's annual Strategic Perspectives on the Postal Industry publication, which provides a digest of the analysis and outcomes of the entire programme of SEFs and BPSs.



“Reading a report is one thing; listening to a true story is quite another”

“IPC’s SEFs give you the space to think differently”

IPC Senior Executive Forums 2012

In 2012 IPC’s Senior Executive Forums will provide delegates with strategic insights from a peer group of experts from posts, customers, leading research organisations and academia. Topics are introduced by presentations from attendees and are followed by a moderated roundtable discussion to enable participants to share their experience. The 2012 programme of IPC SEFs is:

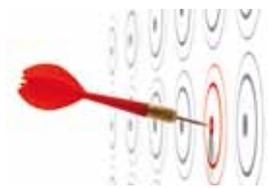
24-25 May – Digital Business



This forum will be held at the MIT Center for Digital Business in Boston, USA and will focus on innovation within IPC members for postal electronic products, providing strategic updates on

postal digital business strategies. It will follow the MIT CIO Symposium and the MIT Center for Digital Business Annual Conference on 22 and 23 May respectively. This SEF is targeted at those executives with ultimate strategic responsibility for digital business within their company.

14-15 June – Media Services and Direct Marketing



This Senior Executive Forum will explore the continuing impact of technology and innovation in direct marketing on postal media services. Delegates will share observations on how their organisation’s strategy

for promoting media services and direct mail is evolving, together with the key learnings based on their experience.

6-7 November – E-commerce



This SEF examines how to develop the online shopping parcels business – both domestically and cross-border – with a specific focus on the needs of the consumer in Asia Pacific, Europe and North America. This forum will be of

interest to those executives with ultimate responsibility for B2C parcels marketing and commercial strategy within the company.

9-10 October – The Postal Industry Workforce of the Future



Posts remain highly labour-intensive businesses, while the composition of employee demographics and the mix of part-time and full-time employees are evolving. Attracting and retaining managerial talent is a major challenge as posts choose which business areas to focus on

and enter a major period of transition. This SEF will cover the business issues of transition and is targeted at executives with business unit responsibilities.

23 October - Stanford Global Supply Chain - E-commerce



This Innovation Forum will be held jointly with Stanford University Global Supply Chain in Palo Alto, USA.

The focus will be on innovation in e-commerce and how social media and mobile technologies are driving growth. The target audience is the executives from the likes of eBay, Walmart, Safeway, Amazon and Macy’s as well as postal executives responsible for e-commerce strategic development.

“Great meeting, great presentations, great experience”



September – Postal Operations and Technology

This forum will examine best practices within postal operations and technology. The area of specific focus will be determined by the Operations Upgrading Committee.



11-12 September – Sustainability

This Best Practice Seminar for sustainability experts and marketing specialists will focus on developing global industry standards for postal green products to cover the value chain. This will enable consumers to accept an internationally recognised “green stamp” on a mailing.

Participation fees and conditions

IPC's Senior Executive Forums and Best Practice Seminars are open to all postal operators across the globe. IPC members can participate at a cost of €1,800 per person per event, or €15,000 for all events for up to two people per event. Postal operators who are not IPC members can participate at a cost of €17,200 for all events for up to two people per event. Participation can be in person, or virtual through video, phone or webinar.

Registration and further information

To register your company for the complete 2012 programme of IPC Senior Executive Forums and Best Practice Seminars, or if you require further information on the programme or would like to discuss delegate participation, please contact Mark Harrison, Head of Markets at IPC, at mark.harrison@ipc.be.

“It's good to put things in perspective ”

About International Post Corporation

International Post Corporation is a cooperative association of 24 member postal operators in Asia Pacific, Europe and North America. Over the past two decades IPC has provided industry leadership by driving service quality and interoperability, supporting its members to ensure the high performance of international mail services and developing the IT infrastructure required to achieve this. IPC engages in industry research, creates business-critical intelligence, provides a range of platforms for member post CEOs and senior management to exchange best practices and discuss strategy, and gives its members an authoritative, independent and collective voice. IPC also manages the system for incentive-based payments between postal operators. With members delivering some 80% of global postal mail, IPC represents the majority of the world's mail volume. For more information please visit our website www.ipc.be.