



Programme for 2013

## 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 from some of the world's leading academics. Recent meetings have featured the presentation of:

- IPC's Consumer Preferences in a Digital World, examining how young people across three markets (China, Finland and the US) actively search for and adopt technologies, services and applications which help them become knowledgeable informed citizens of the world, efficiently managing the vast amount of information available to them.
- 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 Professor Marshall Van Alstyne's analysis of the importance of creating network effects in the development of postal digital platforms;
- MIT Professor Glen Urban's breakthrough insights on advertising 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 2013 we will continue to focus our SEFs and BPSs on those issues most pressing for the postal industry: media services and direct marketing; digital postal services; prolonging the life-cycle of transactional mail, and postal sector sustainability.

Participants will benefit from IPC's engagement in strategic collaboration with a select number of the world's leading universities and institutes to offer its members and the postal sector access to academic excellence, alternative perspectives of market development, and insightful thinking. These strategic partnerships allow IPC members to benefit from world-class research, white papers, case studies and academic training and to assess solutions being developed against external academic critical thinking.

Currently, IPC is engaged with the following universities and institutes: École Polytechnique Fédérale de Lausanne; The Massachusetts Institute of Technology; Stanford University and The Copenhagen Institute for Future Studies.

In 2013 Senior Executive Events are planned to take place in Brussels, in the USA (East and West coast) and in Australia to better represent IPC's global membership.

### 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.

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

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

## IPC Senior Executive Events 2013

**In 2013 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 2013 programme of IPC SEFs is:**

### 29-30 January – The Postal Industry Workforce of the Future



This forum will address key strategic challenges faced by postal organisations in the process of transforming their workforce to meet the needs of future postal business models. Topics to be explored include:

developing leadership; strategic workforce planning; managing flexibility and labour costs; managing change, and cultural transformation. This SEF is targeted at executives with strategic responsibility for business unit transformation of the workforce.

### 19-20 February – 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 key learning based on their experience.

### 20-21 March – Prolonging the life-cycle of Transactional Mail



Targeting marketing executives, this forum will focus on how postal operators can reduce the rate of decline in physical transactional mail and explore how transactional mail can be promoted against a background of electronic substitution. In particular, the forum will discuss how the benefits of physical transactional mail can

outweigh the perceived process cost savings through electronic invoices. The objective is to share research and insights in regard to customer and sender requirements.

### 27-28 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 Center for Digital Business Annual Conference on 23 May and a one day programme of events with MIT on 24 May which are also open to SEF attendees. This SEF is targeted at those executives with ultimate strategic responsibility for digital business within their company.

### 25-26 September – Sustainability



This Best Practice Seminar for sustainability experts and marketing specialists will focus on further developing global industry standards for postal green products. One year after establishing a ‘Working Group for

Standards on Green Mail’, the results and recommendations will be presented and discussed. Final steps will then be taken to ensure consumers can rely on internationally accepted and recognised rules and standards for green or carbon-neutral mail and mailings.

### 22-23 October - IPC Stanford Symposium - Electronic Commerce



For executives to learn how the latest trends and technologies are changing the Electronic Commerce landscape. Speakers will be leaders from Silicon Valley, Stanford University and invited key note speakers from around the

world who will discuss how their companies are enabling growth through social, local, and mobile commerce. This symposium will allow attendees to share their perspective and provide the opportunity to influence and advance the Electronic Commerce research agenda at the Stanford Graduate School of Business. This symposium will be held in Palo Alto, USA.

“Great meeting,  
great presentations,  
great experience ”



## 5-6 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 letter packets and parcels marketing and commercial strategy within the company.



## 26-29 November – Media Services and Direct Marketing - E-commerce

Two forums are planned to be held in Australia to appeal to IPC members and other postal operators in Asia Pacific. The forums on media services and direct marketing, and on e-commerce will share key learning from European and North American postal operators as well as those from the Asia-Pacific region.

## 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 €1,900 per person per event, or €16,000 for all events for up to two people per event. Postal operators who are not IPC members can participate at a cost of €18,000 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 2013 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](mailto: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](http://www.ipc.be).