

2015



MARKET INTELLIGENCE

International **Post**
Corporation



IPC SENIOR EXECUTIVE EVENTS

Programme for 2015



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4 pages

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IPC SENIOR EXECUTIVE EVENTS 2015

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 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 e-Commerce Interconnect Programme for building an integrated global postal e-Commerce network.

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

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 IPC's Senior Executive Events from the previous year.

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 e-Commerce market insights based on work with global players including Alibaba, Amazon, eBay, Google, Macys, Rakuten and Walmart; combined with analysis of industry trends and reports and data.
- > IPC's market intelligence providing essential knowledge on trends affecting the strategic direction of the postal industry.
- > IPC's Consumer Preferences in a Digital World, examining how young people actively search for and adopt technologies to efficiently manage the vast amount of information available to them.
- > Findings of the trends, drivers and barriers 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.

In 2015 we will focus our SEFs on those issues most pressing for the postal industry: growing new business through e-Commerce and innovation, and defending core postal business through data-driven marketing and advertising mail.

Participants will benefit from IPC's engagement in strategic collaboration with a select number of the world's leading universities 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: The Massachusetts Institute of Technology and the Stanford Graduate School of Business.

In 2015, Senior Executive Events are planned to take place in Brussels, Bangkok and in the USA to represent IPC's global membership.

IPC SENIOR EXECUTIVE EVENTS 2015

In 2015, IPC's Senior Executive Events will focus on the promotion of new business through e-Commerce and innovation, and on defending existing core postal business through data-driven marketing and advertising mail. Topics will be introduced by presentations from invited experts and delegates and followed by a moderated roundtable discussion to enable participants to share their experiences. The 2015 programme of IPC SEFs is as follows:



E-COMMERCE

25-27 March

Postal e-Commerce Asian-Pacific Forum

This forum in Bangkok will be in partnership with the Asian-Pacific Postal Union (APPU) and the Asian-Pacific Postal College (APPC). It will target senior executives from postal operators in the Asian-Pacific region and will focus on the network benefits of cross-border e-Commerce, growing B2C e-Commerce within the region, and the benefits of participating in the IPC Interconnect Programme.

21-22 May

Global e-Commerce Forum

This forum in Seville, Spain will include attendance at the IPC Annual Conference, followed by a Global e-Commerce Forum in the afternoon for CEOs and senior executives attending the IPC Annual Conference on Data-Driven Marketing and e-Commerce. This will be a separate forum which will immediately follow the IPC Annual Conference.

28-30 October

IPC Stanford Symposium on e-Commerce

This symposium in Stanford, USA is 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 is also open to a selected audience of e-Commerce business leaders from the Stanford Graduate School of Business network. The symposium will be preceded by a day of customer visits in Silicon Valley and followed by an executive workshop with Stanford Professors, both of which will be exclusive to IPC delegates.

24-25 November

Promoting cross-border e-Commerce

This forum in Brussels will address cross-border e-Commerce data management issues and assess the IPC e-Commerce Interconnect Programme deliverables following the implementation of this project. This event will include an assessment of future market insights and how these will need to be translated into new service specifications in order to ensure the estimated growth of the global postal e-Commerce market from €3.9bn in 2010 to €6.8bn in 2020.



DATA-DRIVEN MARKETING AND ADVERTISING MAIL

22-23 April

Data-Driven Marketing

This forum in Brussels will provide postal operators with knowledge and a better understanding of how to defend and grow advertising and transactional mail within the postal network. It will explore how postal operators, subsidiaries and external companies are using big data to drive domestic multi-channel direct marketing campaigns. In particular, how the mining of customer data from sources such as purchase history and social media can be used to improve the return on investment of campaigns, and the fundamental importance of consumer-centric communications in an omni-channel world. This forum will also include presentations by external speakers from leading media agencies, e-retailers and associations.



INNOVATION

15-16 September

Innovation in the e-Commerce value chain

This forum in Brussels will focus on how posts are innovating along the full e-Commerce logistics supply chain. Delegates will share how their organisations are using core postal competencies to innovate successfully, or fail fast and learn. Topics for discussion will include fulfilment delivery warehousing and the use of technology and returns logistics. This forum will also include presentations by external speakers from companies partnering with postal operators to provide commercially sustainable and scalable business innovation solutions.

PARTICIPATION FEES AND CONDITIONS

IPC's Senior Executive Forums are open to all postal operators across the globe. IPC members can participate at a cost of:

- > €1,750 per person per event, or
- > €12,000 for all six events for up to three people per event
- > Postal operators who are not IPC members can participate at a cost of €13,500 for all events for up to two people per event.

REGISTRATION AND FURTHER INFORMATION

To register your company for the complete 2015 programme of IPC Senior Executive Events, 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.

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.

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