

**Introducing world-class training presented at your facility.
Custom designed to meet your team's unique needs.**

Idealliance.org/mailpro



Idealliance MailPro[®] Training is the industry-leading certification/training program for professionals who prepare and enter mail, and who interact with and support mail-related sales and customer service.

Developed by 17 of the industry's top expert professionals on mail preparation, processing and entry, data management and mail intelligence, and U.S. Postal Service regulations and services, MailPro includes both Fundamental and Advanced training programs to guide students from a basic understanding to complex knowledge of the mail supply chain.

COURSE BENEFITS

MailPro, a staple of our online courses, is a self-paced program that includes a Certification Exam. Over 1,000 industry professionals have already taken or are enrolled in MailPro training online.

Now Idealliance is introducing an even better way to access the MailPro Program with training presented at your facility and tailored to meet your team's unique needs.

Enjoy the following benefits of onsite training:

1. Training is customized for your staffing and workflow—customization is not available online.
2. Interactive training with instructor who can answer questions pertinent to your operations and specific applications.
3. Students have 100% access to the full online MailPro training programs to reinforce their learning and use as a reference.
4. Each student can complete the Certification Exam and gain recognition as a Certified Mail Professional.

For pricing and to register, visit Idealliance.org/mailpro

FREQUENTLY ASKED QUESTIONS

Why? The MailPro Program is for mail professionals who provide input for mailing pieces; manage production and postage costs both internally or for customers; are customer service or sales reps; and for new employees working in mail or with the USPS. Postage is often the highest portion of the total cost of a mailing project. Understanding how design and postal processing affects postage will help your clients get the most favorable postage rates.

What? MailPro students learn about postal regulations with real-life examples of dos and don'ts for mailpiece design, preparation and entry. The course teaches them to be proactive in dealing with issues before they become problems with knowledge that will benefit your customers. Plus, MailPro students will receive ongoing updates and education on key issues and developments related to the mail supply chain and the USPS through the Idealliance *Postal Highlights* newsletter and webinars and Mail & Postal Forum.

How? The 16-hour MailPro onsite course is presented at your facility in two full-day sessions. The Certification Exam is taken online after the onsite course is completed, and students continue to have full access to the online version to reinforce learning and to use as a reference at no extra charge. The size of the class is limited only by the size of your training room. Idealliance recommends a maximum of 30 students for the best interaction and learning experience.

Cost? A one-time investment of only \$10,000 provides training for 30 or more students. You provide the training room, refreshment/lunch, and printing of the study packets. Course graduates receive a MailPro certified insignia to demonstrate to your clients and prospects that they are working with MailPro experts.

MAILPRO FUNDAMENTALS CURRICULUM INCLUDES

Mail Classes	Barcodes	Reply and Return services
Processing Categories	Intro to Mail.dat® & Mail.XML™	Special Services
Postal Networks	Automation and Non-Automation	Resources and Relationships
Addressing	Postage Payment	

MAILPRO ADVANCED CURRICULUM INCLUDES MAILPRO FUNDAMENTALS AND

Advanced Addressing Software	Mailer's Scorecard	CAPS accounts
MIDs, STIDs and CRIDs	Assessments	Mail Anywhere
Full Service Mail Verification	Understanding Mail.dat	Informed Delivery & Visibility

MAILPRO CUSTOM TRAINER

George Heinrich, "The Postal Professor," has been in the mailing industry for almost 50 years. In addition to owning two direct mail companies, he has served in leadership positions with some of the most respected graphic communication corporations in the country. Although he has never worked for the USPS, George

is recognized as an expert on postal regulations and mailing operations and is considered the premier presenter of mail-related training. In his career he has received a range of certifications and designations including PPhd, CQMPS, OMG, CMDP, PIG, and CMQCS.

For more information or to schedule MailPro Onsite Training contact
Steve Ballinger (703) 837-1068 | sballinger@idealliance.org