Current Trends in University Mail

2008

Campus communications, e-mail, mail, open 24/7?
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Learn how to deliver mail campaigns that support the environment, improve your mail deliverability, eliminate wastage, and combine the power of mail with the internet. You will learn mail design hints and tips to lower postage costs and maximize readability, as well as the power of personalizing your mail pieces, eliciting greater response. Through quality addressing and better address hygiene, we can reduce the cost of undeliverable mail and support the environment at the same time. Join us for this important seminar and help lead by example!

**UCLA Guest Speaker:**

**David Mastervich,**

*Direct Mail Strategist, U.S.P.S. Headquarters*

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**Dear valued customer,**

**You’re invited!**

Wednesday, May 21, 2008  
10:00 am to 12:00 noon  
Anderson School of Management  
Korn Convocation Hall  

Refreshments will be served.

**R.S.V.P by Monday May 19th at**

http://www.maildoc.ucla.edu/event.asp

or call Khalidah Muhammad for additional details at (310) 825-0374.