



# Postal Business Development

24<sup>th</sup> May- 11<sup>th</sup> June 2021

The three week Postal Business Development Course focuses on the recent past, the present, and future, and encourages consideration on how to develop business by becoming much more productive. Topics covering the development on core business of postal industry (Courier, Express and Parcel (CEP) and Logistics, Communication & messaging, Retail, and Finance, insights on innovation and customer service will give participants the skills needed to become an e-commerce leader

<b>Strategy</b>	<b>Branding</b>	<b>Marketing</b>
<b>Postal Innovation</b>	<b>Sales Management</b>	<b>CEP &amp; Logistics</b>
<b>Postal</b>	<b>Financial</b>	<b>Retail</b>
<b>Client Development</b>	<b>Marketing Business Development</b>	<b>Best Practices</b>
<b>Global Postal strategy</b>	<b>Sustainable development</b>	<b>Customers Insight</b>



Ms Yu Yan holds Master Degree of Administration and Bachelor Degree of Economics. She joined the APPC in January 2019. Her working experience in the postal sectors including 10 years focusing on postal operations and over 10 years on strategic planning, regulatory issues, postal reform and business development. From 2003 to 2004, she worked at the International Bureau of UPU, as the project manager of EMS Unit, specializing in the Improver Program. Her previous position before joining the APPU was the Director of the Express Management Division at the Market Supervision Department, State Post Bureau of China (P.R)



# Course Schedule

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday
AM	<b>Introduction &amp; Ice Break &amp; Administrative briefing</b>	<b>Global Postal Environment</b>	Postal Strategy and Best Practices	Marketing and Branding	Current Environment for Posts
PM	<b>Bangkok in Five Hours</b>	PBD Course Overview	Participant Presentations	<b>Marketing and Branding exercises</b>	<b>Visit to Mail Centre &amp; EMS Centre</b>

Week 2	Monday	Tuesday	Wednesday	Thursday	Friday
AM	<b>Introduction to Sustainable Development</b>	<b>Visit to thai Health Promotion Center</b>	<b>Case studies and exercises on sustainable development</b>	Visit to DHL	Summary of Sustainable development
PM	Sustainable Development Framework	<b>Global Postal strategy linked to Sustainable development</b>	<b>Case studies and exercises on sustainable development</b>	<b>Case studies and exercises on sustainable development</b>	<b>International Food Festival</b>

Week 3	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Marketing Business Development	Customer Insight	Delighting Customer	PBD Final Presentations	Course Summary
PM	Client Development	<b>Customer Insight Exercises</b>	Customer Engagement	PBD Final Presentations	<b>Graduation &amp; Lunch</b>

Breaks at 1000 and 1445 and lunch 1145-1315 (1145-1345 Fridays)

**Text in Red** – non-course sessions

**Text in green** – offsite to inspire innovative thoughts and external stimuli

**Text in bold** – sessions provided by external presenters

For information on dates and prices please contact [admin@appu-bureau.org](mailto:admin@appu-bureau.org)

# APPC

## Asian-Pacific Postal College

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