



UPU

UNIVERSAL
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Direct Marketing Advisory Board (DMAB)

Work plan 2022



Abidjan Business plan work proposals related to the DMAB

WP 1.1.21

Direct marketing events

WP 2.1.21

Direct marketing capacity building

WP 2.2.10

Direct marketing for IT solutions

WP 3.1.9

Direct marketing research



Item	Deliverables	Project leader and team members	Comments / decisions
WP 1.1.21 Direct marketing events	<p>D1 Organization of the DMAB General Assembly meetings</p> <p>D2 Organization of high-level expert discussions</p> <p>D3 Provision of web-based and digital platforms and tools to share best practices and market information</p> <p>D4 Membership outreach Campaigns</p> <p>D5 Initial contact and definition of joint actions with direct, interactive, digital and data driven marketing associations</p>	Chair / Vice-Chair IB secretariat	DMAB meetings: two General Assembly meetings (S1 / S2)



POC work plan Doc 11 add 4 related to Direct Marketing

UPU BP Item	Deliverables	Project leader and team members	Comments / decisions
WP 2.1.21 Direct marketing capacity building	<p>D6 Organization and execution of DMAB capacity-building webinars</p> <p>D7 Promotion activities in relation to the TrainPost online training tool</p> <p>D8 Adaptation of the Trainpost course to WSPS needs (<i>if need be</i>)</p>	TBC	Sec to provide support



POC work plan Doc 11 add 4 related to Direct Marketing

UPU BP Item	Deliverables	Project leader and team members	Comments / decisions
WP 2.2.10 Direct marketing for IT solutions	D9 Availability of the DMapp project to DOs D10 Availability of the DMapp project to private sector players D11 Report on DMapp financial viability and income for the DMAB	Poste Italiane, Brazil Post (TBC), SAPO, USPS, GEMADEC	Sec. to provide support



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UPU BP Item	Deliverables	Project leader and team members	Comments / decisions
WP 3.1.9 Direct marketing research	D12 Identification of case studies by DMAB members D13 Publication of case studies D14 DMAB approval of the Global Panorama outline D15 Publication of the Global Panorama D16 Revision and approval of Questionnaire D17 Publication of survey results D18 Annual report to the POC D19 Revision of DMAB RoP	SAPO	Sec to provide support