

MIP PBD SFE CPC

NEWSLETTER

Issue 2016-1

Happy New Year

AS we enter February it is that time to wish a happy new year for 2016 and for the Lunar New Year. It is the year of the Fire Monkey which promises an exciting year ahead. Mixing the energy, brains and invention of the monkey with the brilliance, warmth and passion of fire can only be good for the next 12 months.

We could be due a year of adventure and innovation but will the posts be the ones to benefit of will it be our competitors? Those of us in the postal world must be on our toes to make sure we are the ones to benefit from the excitement that awaits. If not we could face a tough year where we see opportunities taken away from us by faster, hungrier and more nimble monkeys!

Hong Kong, Namibia & Oman

With no APPC courses from the end of November to mid-February Graeme has had the opportunity to extend his knowledge on other projects. This included two courses in Hong Kong where he met 22 very talented young employees of Hong Kong Post.

He also went to Namibia where he is part of a project working with the Communications Regulatory Authority to help establish postal regulation. One of the least densely populated countries in the world it comes with unique problems in ensuring universal service.

On the way back from Namibia he called in to Oman to carry on working on his project with the Omani postal regulator on establishing quality measurement for all operators.

Favourite Taglines

At the bottom of the newsletter is the favourite tagline feature. From the courses you will be aware that Graeme likes his taglines - or more precisely other peoples taglines! But whose are they?

- 2014-1 Think Different - **Apple**
- 2014-2 Just do it - **Nike**
- 2014-3 Grace, space, pace - **Jaguar**
- 2014-4 Finger lickin' good - **KFC**
- 2015-1 Life's Good - **LG**
- 2015-2 I'm lovin' it - **McDonald's**
- 2015-3 United problem solvers - **UPS**
- 2015-4 Every little helps - **Tesco**
- 2015-5 Innovation that excites - **Nissan**
- 2015-6 Love it or hate it - **Marmite**

Continue reading throughout 2016 for more great taglines.

COURSE NEWS

February sees the start of Graeme's third year at the college and his APPC year starts with a PBD course. With 19 participants it promises to have lots of interaction.

The PBD course also includes a one week sales management workshop led by Mark Lawley, who recently retired from New Zealand Post. We are very fortunate to have Mark share his extensive experience and knowledge.

On all the four courses run by Graeme he is striving to improve them each year and he has been working hard during December and January to develop new and updated content to ensure 2016 is even better than 2015.

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www.appu-bureau.org
www.postaltechnologyinternational.com

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