



Module 11

An Introduction to Direct Mail and Post

Dates: 25 March 2010
15 June 2010
11 November 2010

Location: The Link Room
Antalis Ltd
Gateway House
Interlink Way West
Coalville, Leicestershire LE67 1LE

Trainer: Neil Gordon

Suitable for:

All staff who are involved in specifying direct mail, including buyers, designers or members of a marketing team.

Learning outcomes:

On completion of this Unit delegates will be able to:

- Describe a range of direct mail production processes.
- Identify the benefits and practical considerations of combining print and electronic media.
- Identify appropriate postal and logistics providers.
- Explain the latest advances in digital printing technology.