



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Direct Mail Production Process Explained and Implemented

Business, Commerce and Management Studies / Marketing

Unit Standard 252199 · NQF Level 4 · 6 Credits · 3 Days

COURSE OVERVIEW

This course provides a comprehensive understanding of the direct mail production process, from planning and design to printing, finishing, and distribution. Participants will learn to implement efficient workflows, manage production schedules, and ensure quality control, enabling them to execute successful direct mail campaigns.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252199
Accreditation	SAQA Accredited · NQF Level 4 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Explain the stages of the direct mail production process and their interrelationships.
- Plan and schedule a direct mail production workflow to meet campaign deadlines.
- Implement quality control measures across production stages.
- Apply cost-effective production techniques and manage supplier relationships.
- Demonstrate compliance with postal regulations and data protection requirements.
- Evaluate the effectiveness of a direct mail campaign and suggest improvements.

WHO SHOULD ATTEND

- This course is designed for marketing professionals, print production managers, and administrative staff involved in planning, producing, or managing direct mail campaigns within corporate environments.

COURSE OUTLINE

Day 1: Fundamentals of Direct Mail Production

- Overview of direct mail as a marketing channel
- The direct mail production lifecycle: from concept to mailbox
- Key stakeholders: clients, designers, printers, mail houses
- Types of direct mail: letters, self-mailers, postcards, catalogues
- Materials and formats: paper stocks, envelopes, windows
- Introduction to mailing lists: data sources, hygiene, and segmentation
- Postal regulations and requirements in South Africa
- Quality control basics and error prevention

Day 2: Production Processes and Practical Application

- Advanced data processing: merge/purge, address standardisation, NCOA
- Personalisation and variable data printing (VDP) strategies
- Print production methods: offset, digital, and hybrid
- Finishing processes: folding, inserting, sealing, and tabbing
- Addressing and barcoding for automated sorting
- Quality assurance: proofing, sampling, and defect identification
- Cost management and production scheduling
- Case study: walkthrough of a typical direct mail project

Day 3: Implementation, Project Management, and Evaluation

- Project management frameworks for direct mail campaigns
- Supplier selection and management: printers, mail houses, data providers
- Testing and tracking: response analysis, A/B testing, ROI calculation
- Handling exceptions: address corrections, undeliverables, and returns
- Environmental considerations and sustainable practices
- Compliance and data protection (POPIA) in direct mail
- Post-campaign evaluation and lessons learned
- Final project: design and present a complete direct mail production plan

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **6 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,900.00	R 17,900.00
1	In-House	R 23,300.00	R 23,300.00
1	On-Campus (Pretoria)	R 26,800.00	R 26,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	05 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	05 Aug 2026	On-Campus	Mauritius
04 Aug 2026	06 Aug 2026	On-Campus	Cape Town, South Africa
04 Aug 2026	06 Aug 2026	On-Campus	Lagos, Nigeria
05 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 252199) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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