

## ESPC 2015 Annual Meeting

- 9:00-9:30      **Registration and Breakfast**
- 9:30-10:30      **Keynote #1 on Cybersecurity Landscape.**
- **Speaker:** Marshall Heilman, Mandiant, on **the Current Cybersecurity Landscape.**
- 10:30-11:00      **Coffee Break**
- 11:00-12:00      **Hot Topics in Deliverability.**
- **Speaker:** Heather Goff, Senior Deliverability Consultant, Oracle Responsys
    - Recent changes among receivers;
    - Comparative analysis among receivers; and
    - Known deliverability problems:
      - Operational;
      - By client industry vertical; and
      - Case study or studies on how problems have been resolved.
- 12:00-12:45      **Keynote #2 on Cybersecurity and Privacy**
- **Speaker:** Travis LeBlanc, Director, Bureau of Enforcement, Federal Communications Commission, on the **FCC'S Cybersecurity and Privacy Agenda.**
- 12:45-2:00      **Lunch – Networking and Dedicated Tables for Moderated Discussion**
- **Table Devoted to Discussion on Career Path: Staying Abreast of Industry Changes: (Moderated by Spencer Kollas, Experian)**
    - Issues deliverability pros are facing as we move to omni-channel delivery; and
    - Strategies for staying abreast of changes to best serve clients and affect change in our organization to meet client demands.
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  - **Table Devoted to Data Security Preparedness and Response: (Moderated by Rebecca Thompson, Return Path)**

- **Table Devoted to Discuss Big Data: Uses and Compliance Issues: (Moderated by Sheila Colclasure, Acxiom)**

2:00-3:00 **Moving From Email Delivery to Omni-Channel Delivery.**

- **Speaker:** Kevin Gaherty, Harte-Hanks
  - Current state of the market;
  - Client demands;
  - How to meet those demands; and
  - Challenges to continuing to meet those demands.

3:00-4:00 **Keynote #3 on Cybersecurity**

- **Speaker:** Bob Mueller (Former FBI Director) **on Preparing for and Responding to a Cyber Incident.**
  - Working with law enforcement (note new FTC position that they will take such cooperation into account in law enforcement investigations);
  - Breach response best practices; and
  - Tracing the origins of electronic crime through today's cyber threats.

4:00-4:30 **Coffee Break**

4:30-5:30 **Working With Global ISPs.**

- **Speaker:** Moderated session open to all attendees
  - Current trends, developments, and best practices.

5:30-6:30 **Update on TCPA Requirements for Text Messages and Best Practices.**

- **Speaker:** Heather Zachary, Partner, WilmerHale
  - Discussion of new rules and litigation trends, including claims alleged in prior and ongoing litigation.

6:30-7:30 **RECEPTION**