

**ESPC 2023 Fall Meeting  
October 24th  
ArentFox Schiff, LLP  
1717 K Street, NW  
Washington, DC 20006  
(As of 8/17/2023)**

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**8:30-9:30 REGISTRATION AND BREAKFAST**

**9:30-10:30 KEYNOTE: AI: NOW THE HARD MESSY WORK STARTS**

ChatGPT brought AI to life overnight, turning a 50-year old tech field into The Next Big Thing. Millions projected their hopes, fears and fantasies on those two magic letters. Now the hard, messy work starts across digital fields, including email. What problems will AI actually solve? What issues and opportunities will new capabilities create? This talk will include findings from a recent survey on AI adoption in the email field, and from conversations with a wide range of key industry players. Town-building is less glamorous than exploring, but it sets the shape of the long-term future. Bring your tools!

Matthew Dunn, Ph.D, Founder; Campaign Genius

**10:30-11:00 COFFEE BREAK**

**11:00-12:00 DELIVERABILITY: THINK LIKE A RECEIVER AND FILTERER**

Receivers and their filtering agents have three key goals: Limiting (or eliminating) spam, reducing the risk of cybersecurity threats, and allowing legitimate email to be delivered. They make countless decisions, on countless incoming emails, based on these principles every day. Of course, this is an art, not a science, and some emails are delivered that shouldn't be, and some are not delivered when they should be. This panel will explore the factors that receivers and filtering companies are applying to incoming messages in Q4 2023. Keeping up with the current thinking of receiver and filtering companies will help you make sure that your messages continue to get delivered.

Panelists:

Jaren Angerbauer, Deliverability and ISP Relations; ProofPoint  
Lili Crowley, Postmaster; Yahoo!

**12:00-1:30 LUNCH**

Lunch Topics

- Non-Human Interactions and Deliverability (Apple, Gmail, etc.)
- Reputation warming
- Email attribution

**1:30-2:30 DMARC and BIM I - A REFRESHER FOR 2023**

BIMI continues to gain traction, but we are still looking for it to reach its tipping point. In this session we look at the current state of BIMI and DMARC and what might push BIMI adoption rates. We will discuss what it takes to implement these technologies, what some of the challenges are, why senders should do it, and how to measure its impact.

Todd Herr, Technical Director, Standards & Ecosystem; Valimail

**2:30-3:30 SMS 101 FOR EMAIL PROS**

This session provides an introduction to SMS for email professionals. Follow the lifecycle of an SMS, focusing on message content, character limits, preregistration, domain reputation, considerations for the “from” and “to” address, network connection issues, deliverability issues, and reporting. Along the way, learn about customer vetting, the terminology differences between the email and SMS channels, best practices for SMS messaging, and legal and regulatory differences between SMS and email.

Tanya Plaza, Deliverability and Messaging Operations Director; Dotdigital  
Tam Bond, Head of Messaging Operations; Dotdigital

**3:30-4:00 COFFEE BREAK**

**4:00-5:00 ARTIFICIAL INTELLIGENCE: THE EMERGING REGULATORY ENVIRONMENT**

AI is sweeping across continents and industries with no sign of slowing down. It promises vastly improved productivity and efficiency. Yet it is under attack for its enablement and perpetuation of bias, for safety, privacy and data security threats, for intellectual property problems. Legislators and regulators are rushing to put up some guardrails for this

new technology, while still enabling its rapid development. What does the future look like for the regulation of artificial intelligence in the United States? How does that compare to developing regulation in other major economies? This session, led by Reed Freeman and Andrea Gumushian of ArentFox Schiff, will explore those issues and more.

Reed Freeman, Partner, ArentFox Schiff  
Andrea Gumushain, Associate, ArentFox Schiff

5:00-7:00    **RECEPTION AND HORS D'OEUVRES**

**Recommended Hotels:**

**Hotel Lombardy**

2019 Pennsylvania Avenue, NW  
Washington, DC 20006  
(202) 828-2600  
(800) 424-5486

[info@hotellombardy.com](mailto:info@hotellombardy.com)

<https://www.hotellombardy.com/>

**Mayflower Hotel**

1127 Connecticut Avenue, NW  
Washington, DC 20036  
(202) 347-3000

<https://www.themayflowerhotel.com/>

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