

ESPC 2025 Spring Meeting
May 7, 2025
ArentFox Schiff, LLP
1717 K Street, NW
Washington, DC 20006

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

9:30-10:30 **KEYNOTE: TRUMP 2.0 – WHAT TO EXPECT**

Congressman English will discuss the Trump Administration 2.0 – where it has been so far, and what to expect in 2025 and beyond.

Speaker: **The Hon. Phil English (R-PA), Ret.**

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

11:00-12:00 **ARTIFICIAL INTELLIGENCE: USE IN EVALUATING LARGE DATA SETS, CYBERSECURITY, WRITING CODE, AND PREDICTIVE SEGMENTATION**

This panel will explore the transformative role of AI in handling large data sets across cybersecurity, software development, and predictive segmentation. Experts will discuss how AI enhances data security threat detection, automates code generation, and refines data-driven decision-making. We'll dive into real-world applications, challenges like bias and data security risks, and the future of AI-driven analytics. Whether you're leveraging AI for cybersecurity, development, or business intelligence, this session will provide key insights into its evolving impact.

Moderator: **Dennis Dayman**, Vice President and Chief Information Security Officer, Constant Contact

Speakers: **Matthew Dunn**, Co-Founder, SocialSignal.ai (Invited)
 Rafael Viana, Senior Email Strategist, Validity (Invited)
 Roman Gun, Vice President, Product, Zeta Global (Invited)

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

Lunch Topics

- **Beyond email: RCS services** (Table Leader: Heather Goff, Oracle)
- **DMARC/Google-Yahoo** (Table Leader: Tara Natanson, Constant Contact)

- **New Google postmaster tools** (Table Leader: Evelyn Poon, Zillow Groups)

1:00-2:00 **IS SMS TEXT MESSAGING ON YOUR ROADMAP? A PRIMER ON TCPA AND FCC LAW, PLUS A PRIMER ON CIPA LAWSUITS**

When it comes to texting consumers, the biggest risks from the Telephone Consumer Protection Act have largely been neutralized thanks to the Supreme Court, but there are still traps for the unwary. This session will provide a brief overview of what the TCPA prohibits, how that applies to modern texting platforms, and the most recent FCC orders that have tried – sometimes unsuccessfully – to breathe life back into TCPA.

Relatedly, a lot of former text chasers from the TCPA Plaintiffs’ Bar have switched to pursuing various digital slip-and-fall claims under state “wiretapping” laws like the California Invasion of Privacy Act (CIPA). We’ll also cover the latest litigation trends under these laws and how the courts are either getting these cases right, or muddying the waters.

Speaker: **Adam Bowser**, Partner, ArentFox Schiff LLP

2:00-3:00 **PRIVACY: REGULATORY ENFORCEMENT IN 2024 AND 2025**

Privacy law is changing rapidly, not only on what new laws say, but also how it is interpreted by US regulators in enforcement actions. Join us for a survey of enforcement actions in 2024 and 2025 and learn where the rubber is hitting the road in privacy law now.

Speakers: **D. Reed Freeman**, Partner, ArentFox Schiff LLP
 Michelle Bowling, Associate, ArentFox Schiff LLP

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

3:30-4:00 **CAREERS IN EMAIL**

Join us for a dynamic industry panel discussion on “Careers in Email” where we will talk with seasoned experts about how they got where they are today. In today’s digital-first world, email remains a cornerstone of effective communication and marketing, creating diverse career opportunities—from strategy and design to technical development, compliance, and analytics. There really is no college course for what most of us are doing today, so come hear how these experts carved their own path to success.

Speakers: **Gene Gusman**, Senior Director of Deliverability, Zeta Global
Tara Natanson, Manager ISP Relations, Constant Contact
Lili Crowley, Postmaster, Yahoo!
Jeanne Jennings, Founder, Email Optimization Shop

4:00-5:00 **EVER-CHANGING LANDSCAPE OF EMAIL: APPLE BRANDED MAIL AND APPLE MAIL APP USER EXPERIENCES**

For the average brand, the Apple Mail App is where a large percentage of their email marketing campaigns are opened by their subscribers. For some, it can be upwards of 80%. This session will address both Apple Branded Mail, which akin to a of “BIMI,” and recent Apple Mail App changes.

In this session, we’ll discuss key changes to the Apple Mail experience that senders need to understand, including the following, and how brands are adjusting to this new environment:

- Apple Mail tabs and email categorization
- Apple Branded Mail
- Brand message grouping
- AI priority messages & time-sensitive messages
- AI email summaries

Moderator: **Lauren Kimball**, GVP, Oracle Digital Experience Agency

Speakers: **Heather Goff**, Senior Deliverability Consultant, Oracle Marketing Cloud
Evelyn Poon, Email; Deliverability Manager, Zillow Groups

5:00-6:00 **RECEPTION AND HORS D’OEUVRES**

Recommended Hotels:

[Hotel Lombardy](#)

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Washington, DC 20006

(202) 828-2600

(800) 424-5486

info@hotellombardy.com

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

[The Architect Hotel](#)

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[Mayflower Hotel](#)

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