

ESPC Semi-Annual Meeting Agenda

May 9, 2017

WilmerHale, 950 Page Mill Road

Palo Alto, California 94304

- 8:00-8:45 REGISTRATION AND BREAKFAST**
- 8:45-9:00 INTRODUCTION, OPENING REMARKS**
Reed Freeman
- 9:00-10:00 KEYNOTE #1: THE FUTURE OF DIGITAL ADVERTISING**
Omar Tawakol, CEO, Workfit; Founder, BlueKai
- 10:00-11:00 KEYNOTE #2: CURRENT CYBERSECURITY THREATS AND DEFENSES AND THE
OUTLOOK FOR THE FUTURE OF DATA SECURITY PREVENTION AND RESPONSE**
Kevin Mandia, CEO and Board Director, FireEye
- 11:00-11:30 COFFEE BREAK**
- 11:30-12:30 RECEIVER'S PANEL – UPDATED!**
Moderator: James Koons

Paul Rock, AOL
Michael Wise, Microsoft
Sri Somanchi, Google
Severin Walker, Comcast
Elizabeth Zwicky, Yahoo! (pending)
- 12:30-1:30 LUNCH / DISCUSSION TOPICS**
- **Career Growth**
Moderator: James Koons
 - **Deliverability**
Moderators: Pradeep Mangalapalli and Heather Goff
 - IP & domain warming guidance from ISPs and sharing what others are seeing;
 - Impact on overall sender reputation and performance when a single brand uses multiple ESPs/ platforms to send email; and
 - Permission, compliance.
 - **How Can the ESPC provide greater value to your organization?**
Moderators: Reed Freeman and Dennis Dayman
 - **Open Forum**

1:30-2:30 INTERNATIONAL DELIVERABILITY

Moderator: Evelyn Poon

NEW! Topic: Entering the China market and navigating receivers in China, such as Tencent QQ, with information gathered from Evelyn's team in China and, if possible, information from Tencent QQ itself.

2:30-3:00 PRIVACY AND DATA SECURITY IN THE TRUMP ADMINISTRATION AND IN THE 115TH CONGRESS

Moderator: Reed Freeman

3:00-4:00 PRACTICAL STEPS ON PREPARING FOR COMPLIANCE WITH THE GDPR AND THE EPRIVACY DIRECTIVE

Moderators: Alex Krylov and Heather Goff

4:00-4:30 COFFEE BREAK

4:30-5:30 BLACKLISTS

Moderator: James Koons

Tom Shaw, SURBL
Richard Woodvine, Spamcop Deputy – NEW!
Other panelists pending

5:30-6:30 EMAIL VERIFICATION

Moderator: Dennis Dayman

Daniel Stevens, Kickbox
Austin Bliss, FreshAddress
Laura Adkins, Word to the Wise
Vince Cersosimo, Webbula

6:30-8:00 COCKTAIL RECEPTION AND HORS D'OEUVRES

Updated: April 5, 2017