

ESPC 2017 Annual Meeting
October 24, 2017
WilmerHale
1875 Pennsylvania Ave., NW
Washington, DC 20006
(As of 10/20/17)

8:00-9:15: **BREAKFAST, CHECK-IN**

9:15-10:00: **Keynote #1:** [Jamie Gorelick](#), WilmerHale

- Experience at DOD GC, DOJ Deputy AG (#2) under President Clinton;
- Experience as a member of the bipartisan National Commission on Terrorist Attacks Upon the United States (the "9/11 Commission");
- Anecdotes of public service in Washington; and
- Perspective on the current extraordinary times.

10:00-10:45: **Keynote #2:** The Internet of Things: [Peter L. Levin](#), founder and CEO of [Amida Technology Solutions](#)

- what do we mean when we say IoT?
- didn't we just make the internet less secure?
- how do we address this from a technical perspective?
- what should we do from a policy perspective, including for marketers?

10:45-11:00: **COFFEE BREAK**

11:00-12:30: **ISP/Receiver's Panel** (Moderated by James Koons)

Lili Crowder, Postmaster AOL and representing Oath
Michael Wise, Spam Analyst, Microsoft
Alexander Brotman, Anti-Abuse, Comcast

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

LUNCH BREAKOUT SESSIONS:

- **Benchmarks for Compliance for Anti-Abuse Teams** (Ryan Harris, Manager of Compliance, Sendgrid, Moderator)

- **Sending Non-Marketing Emails (e.g., re warranties, breach notifications, legal notices, etc.) for Clients When Lists are Old/Unreliable** (Kurt Diver, Manager of Deliverability, and Len Shneyder, VP of Industry Relations, Sendgrid, Moderators)
- **Engagement Best Practices for Clients** (Brooke Hamilton, Senior Deliverability Manager, Sailthru, Moderator)
- **How can the ESPC Better Serve You?** (Dennis Dayman, James Campbell, Reed Freeman, Moderators)

1:30-2:00: **GDPR Checklist / ePrivacy Update (David Fowler)**

2:00-3:00 **APAC Regulatory Update:** Emerging and existing laws in China, Japan, South Korea, Singapore, Hong Kong, Australia, Indonesia, Taiwan, and the Philippines. **(Reed Freeman)**

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

3:30-4:30: **The Future of ESPC** – A working session to review the history and future of the ESPC **(Rick Buck)**

- **Brief History** – Never let a good crisis go to waste, Winston Churchill/ Rahm Emanuel?
- **Current ESPC Mission Statement:**
Our mission is to advocate on behalf of email senders, providers, and other digital marketers operating globally in the online, mobile and social media environments in favor of global laws and self-regulatory efforts that balance consumer protection and business innovation, to educate our membership on current and emerging business and legal developments affecting our membership and to continue to develop and refine best practices that foster innovation, industry growth, and consumer trust.
- **Current Activities:**
 - Monthly Deliverability, Legislative, and Full Member Calls with guest speakers for Deliverability Calls and Full Member Calls;
 - Slack Channels for deliverability issues and general issues;
 - Working with the EEC to make global email marketing laws available to ESPC members free of charge;
 - Comments on state Child Protection Registry bills every year;
 - Regulatory comments to the FTC and to the Canadian and UK governments regarding CAN-SPAM, CASL and the GDPR; and
 - Email updates on business and regulatory developments; and two in-person meetings per year.
- **New Activities:**
 - What else would you like to see us do?
 - What would you like to see us do differently?

- How can we improve on the value of your membership and increase engagement?

- **Based on feedback, sketch out goals for 2018 and beyond**

4:30-5:15

Cross-Channel and Cross-Device Marketing

- IAB Paper: [Identity Guide For Marketers: A Best Practices Primer for Mobile & Cross-Device Marketing](#) (Eric John, Deputy Director, Video, Interactive Advertising Bureau)

5:15-7:00:

Cocktail Reception and Hors D'oeuvres