
ESPC VIRTUAL SEMI-ANNUAL MEETING

June 1, 2022

Speaker Evaluation

12:00 pm – 1:00 pm (EDT): Keynote: What’s Wrong with Email?

Panelists: Pamela McAtee Lord, GVP, CX Consulting, Oracle; Chad S. White, Head of Research, Oracle Marketing Consulting

This presentation was interesting and informative.

Strongly Agree **Agree** **Neutral** **Disagree** **Strongly Disagree**

Comments: _____

1:00 pm – 2:00 pm (EDT): Session 1: Post-Cookie Tracking Technologies and Potential Impacts for Commercial Email

Panelists: Joshua Koran, EVP, Data and Policy, Criteo; Katherine Wei, Principal Product Manager, Zeta Global

Moderator: Ben Hayes, Chief Privacy Officer, Zeta

This presentation was interesting and informative.

Strongly Agree **Agree** **Neutral** **Disagree** **Strongly Disagree**

Comments: _____

2:00 pm – 3:00 pm (EDT): Session 2: BIMI

Panelists: Todd Herr, Technical Director, Standards and Ecosystem, Valimail; Marcel Becker, Senior Director of Product Management, Yahoo Inc.; Chuck Swenberg, SVP of Strategy, Red Sift

Moderator: Heather Goff, Sr. Director Strategic Deliverability Consulting, Oracle

This presentation was interesting and informative.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Comments: _____

3:00 pm – 4:00 pm (EDT): Session 3: AMP for Email

Panelists: Marcel Becker, Senior Director of Product Management, Yahoo Inc.; Nicholas Einstein, VP Product Marketing and Global Head of Analyst Relations, Netcore Cloud; April Mullen, Director of Brand and Content Marketing, SparkPost

Moderator: Chad S. White, Head of Research, Oracle Marketing Consulting

This presentation was interesting and informative.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Comments: _____

4:00 pm – 5:00 pm (EDT): Session 4: Email Markup or Schema

Panelists: Rofaida Abdelaal, Senior Manager of Product Management, Yahoo Inc.; Heather Goff, Sr. Director Strategic Deliverability Consulting, Oracle

This presentation was interesting and informative.

Strongly Agree **Agree** **Neutral** **Disagree** **Strongly Disagree**

Comments: _____

5:00 pm – 6:00 pm (EDT): Session 5: Yahoo VTO Insights – Learn How Hickory Farms Attains 100% Lift in Engagement and Revenue!

Panelists: Jennifer (Davis) Partin, Sr. Marketing Manager, Email & SMS, Hickory Farms, LLC; Guy Hanson, Vice President, Customer Engagement (International), Validity, Inc.; Greg Kimball, SVP, Global Head of Email Solutions, Validity, Inc.

This presentation was interesting and informative.

Strongly Agree **Agree** **Neutral** **Disagree** **Strongly Disagree**

Comments: _____

General Comments:

