

AGENDA FOR THE ESPC 2014 ANNUAL MEETING, SEPTEMBER 10, 2014 WASHINGTON, DC

Please join us for our 2014 Annual Meeting. Check out the exciting agenda below:

9:30 – 10:30: KEYNOTES:

9:30-10:00 **Regulatory Keynote: Jessica Rich** Federal Trade Commissioner

9:30-10:30 **Industry Keynote: Ken Magill**, The Magill Report

10:30 – 10:45: COFFEE BREAK

10:45 – 12:45: TRACK 1: Deliverability / Authentication

Session 1: **Working with Blocklists - updated, Christine Borgia**, Senior Director, Email Intelligence Group, Return Path

Session 2: **DMARC and related standards, Sam Silberman**, Director of Standards, Constant Contact

12:45 – 1:45: LUNCH

1:45 – 3:45: TRACK 2: Regulatory / Legislative / Policy

Session 1: **Using Big Data in Marketing Campaign - Avoiding Potential Pitfalls, Alex Krylov**, Digital Privacy and Compliance Lead, Experian

Session 2: **CASL Implementation, Matt Vernhout**, TC Transcontinental

3:45 – 4:00: COFFEE BREAK

Session 3: **Preventing Malvertising in Email Campaigns, Dennis Dayman**, CPO, Return Path and **David Fowler**, CPO, Act-on Software

5:00 – 7:00: COCKTAILS and LIGHT HORS d'OEUVRES

7:00 – 9:00: INFORMAL DINNER