

ESPC Semi-Annual Meeting
May 8, 2018
WilmerHale
950 Page Mill Road
Palo Alto, California 94304

(As of 12/29/17)

8:30-9:00: **REGISTRATION AND CHECK-IN**

9:00-10:00: **KEYNOTE #1: ARTIFICIAL INTELLIGENCE**

- What it can do;
- What it might be able to do;
- What it can't do; AND
- With a focus on email.

10:00-11:00: **KEYNOTE #2: BLOCKCHAIN**

Briand Behlendorf: Executive Director of The Hyperledger Project, The Linux Foundation

- Applications beyond money for email marketers; and
- Potential data security issues

11:00-11:30: **COFFEE BREAK AND NETWORKING BEFORE LUNCH PANELS**

11:30-12:30: **LUNCH/LUNCH PANELS**

1. GDPR – Last-Minute Q&A
Moderator: Dennis Dayman, Return Path
2. Deliverability Q&A
Moderator: Sophia Jacobson, Zeta Global

12:30-2:00: **RECEIVERS PANEL**

Moderator: James Koons, DotMailer

- Questions submitted by members in advance; and
- Addressing how ISPs will deal with repeal of Net Neutrality.

2:00-3:00: **STATUS OF THE EU'S EPRIVACY REGULATION**

- What it means for email marketers.

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

- 3:30-4:30: **MISSION OF THE ESPC IN 2018 AND BEYOND**
Rick Buck, Zeta Global
- With the Board's and Membership's comments on survey to Membership put into a Strategic Plan and explained.
- 4:30-5:00: **DISCUSSION OF PRINCETON RESEARCH PAPER ON SESSION REPLAY SCRIPTS**
- News: <https://arstechnica.com/tech-policy/2017/11/an-alarming-number-of-sites-employ-privacy-invading-session-replay-scripts/>
 - Paper: <https://freedom-to-tinker.com/2017/11/15/no-boundaries-exfiltration-of-personal-data-by-session-replay-scripts/>
- 5:00-6:00: **THE GDPR TAKES EFFECT IN 17 DAYS: WHAT ARE SOME OF THE THINGS ESPS ARE DOING (OR CAN DO) TO HELP CLIENTS DEMONSTRATE COMPLIANCE WITH THE GDPR?**
David Fowler, Act-On Software
- 6:00-7:00: **Cocktails and Hors d'Oeuvres**