

**ESPC 2025 Fall Meeting
November 13, 2025
ArentFox Schiff, LLP
1717 K Street, NW
Washington, DC 20006**

As of August 14, 2025

8:30-9:30 **REGISTRATION AND BREAKFAST**

9:30-10:30 **RECEIVERS' PANEL: AI USE**

This panel of receivers will discuss new uses of AI in users' inboxes to enhance the user experience.

Session Leader: Tom Bartel, SVP Data, Validity

Speakers:

Comcast, Google, Microsoft, Yahoo (Invited)

10:30-11:00 **COFFEE BREAK**

11:00-12:00 **ARTIFICIAL INTELLIGENCE IN THE EMAIL INDUSTRY**

AI is powering the next evolution in marketing automation—unlocking new ways to personalize, optimize, and scale email campaigns. But with innovation comes responsibility. This panel brings together leaders from top marketing automation platforms and inbox providers to share how they're using AI to help clients drive better results -- and how they're managing the new risks that come with it. Attendees will gain insight into real-world applications of AI, as well as the implications for deliverability, compliance, and brand trust.

Key Takeaways:

- **What's Working Now:** See how AI is being used today for content generation, send-time optimization, segmentation, and predictive targeting in email marketing.
- **Deliverability Meets AI:** Learn how AI-driven decisions can affect inbox placement—and what platform providers are doing to ensure responsible usage.
- **Risks to Brands and Reputation:** Explore emerging concerns around hallucinations, digital dementia, bias, and over-reliance on automation—and how leading platforms are addressing these risks to protect brand integrity.

Session Leader and Moderator: Jeanne Jennings, Email Optimization Shop

Speakers:

- **Tara Natanson**, Manager, ISP Relations, Constant Contact
- **Paul Christmann**, Chief Innovation Officer, Rasa.io

12:00-1:00 **LUNCH**

1:00-2:00 **PRIVACY: STATE LAW ENFORCEMENT IN 2025**

Privacy law is changing rapidly, not only on what new laws say, but also how it is interpreted by U.S. state regulators in enforcement actions. There are no more “foot faults”: regulators are enforcing disclosures and rights in privacy policies; uses of personal data for analytics; data leaks through cookies and pixels; broken opt-outs for sales, targeted advertising, and profiling; and failure to honor uniform opt-out mechanisms (UOOMs) such as the Global Privacy Control. Regulators are becoming more sophisticated in their investigations as well, often using third party website scanning tools. Join us for a survey of state enforcement actions in 2025 so far and for a peek into the future as privacy law enforcement agencies move from implementation to ever-more aggressive enforcement.

Key Takeaways:

- **Only Collect the Personal Data You Need and Avoid Dark Patterns:** Enforcement actions highlight the importance of data minimization, particularly related to responding to consumer rights requests. Regulators care when opt-out mechanisms are overly burdensome and expect the process for opting out of certain website technologies to be just as easy as accepting use of these tools.
- **Businesses are Responsible for their Compliance Vendors:** Gone are the days when a business can rely solely on a privacy compliance vendor to ensure their privacy compliance is above-board. Regulators are scrutinizing the technical efficacy of compliance tools and placing blame directly on the business when these tools don’t function as intended.
- **State Regulators are Working Together:** Earlier this year, a group of state attorneys general and privacy regulators announced a “Consortium of Privacy Regulators” to coordinate on privacy enforcement priorities and share resources, signaling a national priority in enforcing these state laws. We expect this consortium to grow as more state laws become effective in 2026 and beyond.
- **Learn how to raise these issues internally and with clients.**

Speakers:

- **D. Reed Freeman, Jr.**, Partner, ArentFox Schiff LLP
- **Andrea Gumushian**, Associate, ArentFox Schiff, LLP

2:00-3:00 **UPDATE ON AI LEGISLATIVE DEVELOPMENTS AND LEGAL RISKS**

As artificial intelligence technologies rapidly advance, the legal and regulatory frameworks governing their development and deployment are evolving just as quickly. This session will explore the latest updates in AI regulation at both federal and state levels including recent legislative developments, emerging compliance requirements, and the implications of new guidance from regulatory bodies. The session will also address the challenges organizations face in adapting to shifting legal standards, strategies for proactive risk management, and the future outlook for AI governance.

Key Takeaways:

- Gain practical insights into how to navigate the complex and dynamic regulatory environment surrounding AI, ensuring responsible innovation and legal compliance.

Speaker: Dan Jasnow, Partner, ArentFox Schiff LLP

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

3:30-4:30 **BEYOND EMAIL: DELIVERABILITY IN A MOBILE MESSAGING WORLD**

Learn what deliverability looks like outside of email. Mobile commerce sales are growing; in fact at least 79% of smartphone users in the US have made an online purchase using their mobile device in the last six months. As a result, there is an increasing need for brands to orchestrate interactions with not only email subscribers, but also with SMS and Push subscribers, more effectively. Customer data is being managed and stored in a more centralized fashion, and brands understand that the value of multi-channel subscribers can be 2-9 times more than for single channel subscribers. This all means that successful delivery of SMS and Push messages is becoming more and more important.

Key Takeaways:

- **Examples of deliverability issues with SMS and Push:** We'll provide examples of deliverability issues we've seen with SMS and Push and what reputation "signals" exist within mobile messaging.
- **Who manages reputation for mobile?** We'll discuss if there is a concept of "reputation" for SMS and PUSH channels and if so, what entities are keeping track of reputation and how is it measured?
- **Re-thinking customer targeting and marketing workflows:** Permission capture, how receptive subscribers are to email vs. SMS vs. Push and how they convert, all plays into where to invest time and resources. Brands are expanding the definition of engaged by looking across channels instead of focusing so much on only opens or clicks in email. Achieving success with a multi-channel and subscriber centered approach requires orienting around the customer instead of the channel. In turn, teams must adjust marketing workflows and different teams must come together to coordinate in new ways.

Session Leader and Moderator: Lauren Kimball, GVP, Oracle Digital Experience Agency

Speakers:

- **Tam Bond**, Messaging Operations Director, Dotdigital
- **Heather Goff**, Director of Strategy and Deliverability, Oracle Digital Experience Agency

4:30-5:30 **INDUSTRY AND DELIVERABILITY UPDATES**

Join industry experts as we discuss several current issues we are handling on behalf of customers every day. In this session, we will cover three main topics related to the current email ecosystem.

Key Takeaways:

- **FBL's and shifting signals:** The signals should be focusing on as feedback loops are slowing down or drying up entirely, taking into account new tools and common challenges we are facing today because of heavy reliance on one particular metric.
- **Bounced email and what to do with it:** As industry trends shift, so does the information we can gain from monitoring bounces more closely. Learn why it is important to keep paying attention to the details and not just the numbers.
- **Consolidation of the email eco system:** Mailbox providers seem to be gobbling each other up left and right. What does that mean for you? In this section we will review some recent changes and what you need to know.

Session Leader and Moderator: Tara Natanson, Manager, ISP Relations, Constant Contact

Speakers:

- **Alex Brotman**, Sr. Engineer, Anti-Abuse, Comcast
- **Al Iverson**, Valimail
- **Tara Natanson**, Manager, ISP Relations, Constant Contact

5:30-6:30 **RECEPTION AND HORS D'OEUVRES**

Recommended Hotels:

[Hotel Lombardy](#)

2019 Pennsylvania Avenue, NW
Washington, DC 20006
(202) 828-2600
(800) 424-5486

info@hotellombardy.com

<https://www.hotellombardy.com/>

[The Architect Hotel](#)

1025 15th Street, NW

Washington, DC 20009

(202) 408-8200

thearchitecthotel@gmail.com

[Mayflower Hotel](#)

1127 Connecticut Avenue, NW

Washington, DC 20036

(202) 347-3000

<https://www.themayflowerhotel.com/>