

ESPC 2023 Spring Meeting
May 16, 2023
ArentFox Schiff, LLP
1717 K Street, NW
Washington, DC 2006
(As of 3/19/2023)

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

9:30-10:30 **KEYNOTE: FTC Enforcement Priorities**

Mark Eichorn, Assistant Director, Division of Privacy & Identity Protection,
Bureau of Consumer Protection, Federal Trade Commission

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

11:00-12:00 **RECEIVERS' PANEL**

Moderators:

Gene Gusman, Sr. Director Deliverability, Zeta Global (ESPC Board Chair)
Sam Silberman, Director, Standards and Industry Relations, Constant
Contact (ESPC Board)

Panelists:

Lili Crowley, Yahoo
Alex Brotman, Comcast

12:00-1:30 **LUNCH**

1:30-2:30 **DELIVERABILITY PANEL**

Deliverability: it's still a thing

Please join us for a lively conversation around several hot topics for
senders related to Deliverability these days.

- **Performance metrics variance due to Apple MPP:** At the end of the day does emailing Apple Auto Opens at a large-scale impact deliverability negatively or not?

- **Gmail annotations** - What is it and is it worth the effort?
- **Beyond Spamhaus informational listings** - Latest updates and getting proactive in managing your domain's reputation.
- **Bounce processing:** We all do this a little differently and what can we learn from each other.

Moderator:

Pam Lord, GVP, CX Marketing Consulting, Oracle

Panelists:

Gene Gusman, Sr. Director Deliverability, Zeta Global (ESPC Board Chair)
Tara Natanson, Manager ISP relations, Constant Contact
Heather Goff, Sr. Director Deliverability Strategy, Oracle
Andrew Barrett, Head of Policy & Engagement, Spamhaus Technology Ltd

2:30-3:30 **KEYNOTE: AI in Email**

Generative AI is in a state of explosive growth, making this moment in time feel a lot like the dawn of the internet. Large language models like ChatGPT and generative art systems like Midjourney and DALL-E 2 may only be the beginning of an era of almost limitless possibilities for commercial use of AI. In this must-see keynote, Matthew will discuss current AI solutions and their adoption in email, and peek into the future at what may be down the road for commercial application.

Matthew Dunn, Ph. D, Founder, [Campaign Genius](#)

3:30-4:00 **COFFEE BREAK**

4:00-5:00 **LEGAL DEVELOPMENTS:**

Dark Patterns and the Global Privacy Control - Two New Compliance Challenges

Reed Freeman, Partner, ArentFox Schiff
Michelle Bowling, Associate, ArentFox Schiff

5:00-7:00 **RECEPTION AND HORS D'OEUVRES**

Updated: March 19, 2023