

**(Virtual) ESPC 2020 Semi-Annual Meeting  
May 11-12, 2021**

**(As of 3/28/2021)**

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**Tuesday, May 11**

1:00–2:00pm ET

**KEYNOTE**

**FTC Consumer Protection in 2021 and Beyond**; Jessica Rich, Former Director of the FTC's Bureau of Consumer Protection (Confirmed)

**SESSIONS**

2:00–3:00pm ET

**Abuse on ESPs: Fraudulent Accounts**

Ashley Marlin

Neftali Hernandez

Jared Van Aalten

Moderators: Gene Gusman, Cheetah Digital; Sam Silberman, Constant Contact

(All Confirmed)

3:00–4:00pm ET

**State Privacy Bills / Status**

Murray Johnston, Experian

Reed Freeman, Venable LLP

(All Confirmed)

4:00–5:00pm ET

**Verizon Media: New Tools to Help Brands and Senders Improve Their Email Campaigns**

Marcel Becker, Verizon Media

Moderator: Tom Bartel, Validity

(All Confirmed)

Verizon posts for reference:

- <https://blog.postmaster.verizonmedia.com/post/616023179026202624/increasing-relevance-performance-through-vto>;
- <https://postmaster.verizonmedia.com/email-deliverability-performance-feeds>

## **Wednesday, May 12<sup>th</sup>**

2:00–3:00pm ET

### **[ESPC Members Only] Discussion of Issues Raised in Verizon Media Panel**

3:00–4:00pm ET

### **Section 230 of the DMCA – Immunity: How Does It Affect Us (ESPs and Their Brand Clients)?**

Ian D. Volner, Venable LLP

Helen M. Chen, Venable LLP

Moderator: Reed Freeman, Venable LLP

(All Confirmed)

4:00–5:00pm ET

### **ESPs and BIMi: What You Need to Know**

Matthew Vernhout; Netcore

Moderator: Sam Silberman, Constant Contact

(All Confirmed)

SPF, DKIM, and DMARC authentication are confusing enough, and now you must support BIMi as well? Find out your responsibilities as an ESP, and how you can help your clients comply. Find out what you may need to support in your platforms, where logos will display, and how to troubleshoot the process on behalf of your clients.

5:00–6:00pm ET

### **Networking and Virtual Happy Hour**

**Updated: March 28, 2021**