

(Virtual) ESPC 2022 Annual Meeting Agenda November 2, 2022

(As of 10/27/2022)

Schedule (All Times Eastern Time, USA)

Keynote

10:00 **European Law, Policy, and Enforcement: “Technopoly and What to Do About It”**

Tim Cowan, Partner and Chair, Antitrust Practice, Preiskel & Co., LLP

Panels

11:00 **U.S. Law, Policy, and Enforcement: The FTC’s Privacy and Data Security Rulemaking**

In mid-August, the Federal Trade Commission published a 44-page Advanced Notice of Proposed Rulemaking on commercial surveillance and data security with 25 pages of commentary and 95 questions, or sets of questions for public comment. With this document, the Commission launched a long process toward the ultimate enactment of a new trade regulation rule on privacy and data security. Why did the Commission do this? What, exactly, is the FTC trying to accomplish? What effect does this have on federal and state legislative efforts to regulate privacy and data security? What is the process the FTC must go through under Section 18 of the FTC Act to promulgate a new rule? How long does that process take? How do you or your business or trade association engage with the FTC?

Reed Freeman; Partner, Arent Fox

12:00 **Current Issues in Deliverability**

Given challenges like the ‘tidal wave’ of Spamhaus listings and Apple Mail Privacy Protection’s first year anniversary, ESPs and brands alike are spinning. This session will be an open dialog about current issues and topics in the world of email deliverability, both from a sender and receiver perspective. We plan to discuss changing mailbox provider landscape and the potential impact on senders. We’ll also dive into list management and audience selection and when to remove addresses from your list. We will address email deliverability warning signs heading into the holiday season.

Panelists:

Heather Goff; Director of Deliverability Strategy, Oracle Marketing Consulting
(Moderator)

Matthew Vernhout; Vice President Deliverability (Americas Region), Netcore
Cloud

Gene Gusman; Senior Director, Deliverability, Zeta Global (Chair, ESPC)

Tanya Plaza; Messaging Operations & Deliverability Director, Dotdigital

Joshua Tannehill; Sr. Manager, Trust & Safety, Lumen Technologies

Access information will be provided to registered attendees prior to the event.

Updated: October 27, 2022