

Inbox / Outbox 2007

19th & 20th June 2007, New Connaught Rooms, London WC2B 5DA

FULL SEMINAR PROGRAMME:

PRIMARY THEMES:



Compliance & Policy Management



Security & Content Filtering



e-Discovery, Storage & Retrieval



Outsourcing & Managed Services



Keynote Session



Email Marketing: Trends & ROI



Data Protection & Email Legislation



Database Management & Deliverability



Mobile & Remote Working

DAY ONE – Tuesday 19th June

9.30am – 10.00am

- **Communications Management, Content Control & Compliance: Business Drivers for the Next Five Years** (Session 1)

- Opening keynote session presented by Richi Jennings from Ferris Research

A high-level introduction to the main challenges for email and other communications technologies during 2007, plus the emerging issues that are likely to become major concerns by 2012. Key questions answered will include:

- What are the main issues that businesses are likely to be addressing during 2007?
 - What other major issues are likely to arise over the next five years?
 - How quickly will new email environments be adopted?
 - When will encrypted email become practical?
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10.10am – 10.40am

- **The Enterprise Mash-Up: Maximising Speed, Minimising Complexity & Dealing With Chaos** (Session A)

Hosted by Google

Over the first seven years of the 21st Century, IT has become steadily more accessible to consumers as well as businesses. So why can't corporate systems be as simple and easy-to-use as the technologies we all use at home? Find out why Google believe they can.

- **Customers Behaving Badly? Predicting and Understanding the Reaction to Your Email Campaigns** (Session B)

Hosted by Mesmo Consultancy

This session provides an insight into how customer's email behaviour influences whether or not they respond to your email campaign and whether or not their response is of value.

- **Managed Email - A Bespoke Solution in a Commodity World** (Session C)

Hosted by Business Systems Group (BSG)






Email is a commodity, but it should be tailored to your business and liberate your IT team.

- **The Gains and Pains of Large Scale Mobile Email Deployment** (Session D)






Hosted by DME (by Excitor A/S)

As mobile e-mail expands beyond the corner office, new security and administrative issues arise. Learn how leading companies address these and the benefits they achieve.

10.50am – 11.20am

- **Email Risk Management with Messaging Architects** (Session E)
Hosted by Messaging Architects
Learn how to turn your messaging system into a business driven email system by using Risk Management analysis. 
- **Top Tips for Email Marketing** (Session F)
Hosted by Cheetahmail
 - Increase Retention Rates
 - Reduce Campaign Costs
 - Improve Customer Satisfaction
 - Maximise ROI
- **Winning at Email Security, Archiving and Continuity** (Session G)
Hosted by Mimecast Online
How to achieve Unified Email Management with no hardware or software. Twice the control & half the cost.  
- **Unified & Real Time Communications: Bona Fide Benefit > Genuine Threat** (Session H)
Hosted by FaceTime Communications
Instant Messaging and More!
Discover the benefits and threats of new productivity tools and learn how Skype & IM worms succeed. 

11.50am – 12.20pm



- **Email Deliverability: How We Got Here & What Marketers Should Do About It** (Session I)
Hosted by the Direct Marketing Association
An overview of the hows and whys of email deliverability & practical tips for marketers to overcome these everyday challenges.  
 - **Solving Compliance, Capacity and Storage Issues for Email** (Session J)
Hosted by C2C
See how email archiving will optimise the value of storage technology as the volume and compliance requirements of email increase. 
 - **Ensuring the Recoverability of Business Critical Email Systems** (Session K)
Hosted by Double-Take Software
The success of your business depends upon a disaster recovery and availability solution for your email that provides immediate recoverability. 
 - **Getting Ahead and Staying Competitive with Mobile Solutions on BlackBerry Smartphones** (Session L)
Hosted by Research In Motion - BlackBerry
Fact #1: BlackBerry is not just for large corporates.
Fact #2: BlackBerry solutions are far more than just email.
Find out how BlackBerry solutions can be tailored to meet your business requirements. 
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12.30pm – 1.00pm




- **Managing Email as Business Records** (Session M)
Hosted by EMC
Learn about the evolution of email from messages to business records, ensuring protection of your assets and improving data efficiency.  
 - **e-Discovery, Storage & Retrieval** (Session N)
Hosted by CA
The global volume of data created now exceeds the storage available. How can good Information Governance practices assist with eDiscovery, Storage and Retrieval. 
 - **Long-term Information Retention: Is your Archiving Solution Fit for Purpose?** (Session O)
Hosted by Commvault
This session will discuss how governance, compliance & storage efficiency requirements for information retention have become more diverse in recent years. Consequently archiving technologies now need to be more flexible, offering a complete information strategy that works in tandem with retention requirements in the context of audit, classification, search, discovery, cost management and ultimately deletion. 
 - **From DKIM to SPF: the "What, Why, How, When and Who" of Sender Authentication** (Session P)
Hosted by Ferris Research
Learn how sender authentication can provide a platform for building better spam filtering, improve sender reputation and address deliverability issues.  
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LUNCH BREAK - plus exhibits & demonstrations in the main networking area

2.00pm – 2.30pm

- **Human Error: Policy Formulation & Management for Effective Communications** (Session 2)
- Lunchtime keynote session presented by Dr Monica Seeley from Mesmo Consultancy
Based on our joint survey of email & web communications (with the organisers of Inbox / Outbox 2007), this session provides an overview of how to define and implement an effective email and internet acceptable usage policy. 
 - **Privacy Matters: New Developments in Data Protection & Email Legislation** (Session 3)
- Lunchtime keynote session presented by David Evans from the Information Commissioner's Office
Special industry update on the latest developments and regulations in privacy and electronic communications. 
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2.40pm – 3.10pm

- **Next Generation Email Marketing - Targeted, Relevant, Personalised** (Session Q)
Hosted by CommuniGator
Enable audiences to rate content; deliver targeted communications and watch open and click-through rates go through the roof! 
 - **Winning at Email Security, Archiving and Continuity** (Session R)
Hosted by Mimecast Online
How to achieve Unified Email Management with no hardware or software. Twice the control & half the cost.  
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3.30pm – 4.00pm

- **Email Archival and Search Engine - The Key to Document Management** (Session U)

Hosted by H2 Systems with H&S Software

Traditional Document Management solutions are expensive.

Full DMS functionality can be delivered by Exchange 2007 and a sophisticated Search Engine.



- **Compliance vs. Storage vs. Email Availability:
Practical Tips to Manage & Protect Your Organisation's Data** (Session V)

Hosted by Kroll Ontrack

Collecting and reviewing electronic evidence remains a major challenge for most organisations, as computers become the new 'filing cabinets' for a huge range of business-critical information. Find out how Electronic Discovery and Computer Forensics can combine to produce a permanent solution to the problem.



4.00pm – 4.30pm

- **PANEL DEBATE:
"Spam Wars 2: Making ISPs More Accountable"** (Session 4)

A lively, interactive debate on the controversial issue of ISP's future role in the battle against spam and junk email - chaired by Richard Cox of Spamhaus, with contributions from Demon Internet, Ferris Research, The Information Commissioner's Office, The Direct Marketing Association / OgilvyOne and the audience.



4.30pm - Close of Day One

IMPORTANT NOTE:

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To pre-book your preferred seminar sessions, please register online at:

www.inbox-outbox.com

Inbox / Outbox 2007

DAY TWO – Wednesday 20th June

9.30am – 10.00am

- **Communications Management, Content Control & Compliance: Business Drivers for the Next Five Years** (Session 1)
- *Opening keynote session presented by Richi Jennings from Ferris Research*

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- **Living the Brand: Using Email Policies to Extend Customer Service Throughout the Enterprise** (Session B)
Hosted by Mesmo Consultancy

Does the way you email customers (and prospects) really support your brand and image? This session provides an insight into how to ensure that emails to customers support (rather than destroy) the brand image.



- **Managed Email - A Bespoke Solution in a Commodity World** (Session C)
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- **The Gains and Pains of Large Scale Mobile Email Deployment** (Session D)
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11.50am – 12.20pm

- **Email Marketing Best Practice: Getting the Most from the Channel** (Session I)
Hosted by the Direct Marketing Association
An overview of the eagerly awaited DMA's Email Marketing Best Practice Guidelines.
Plenty of practical tips to ensure you not only adhere to the law, but also maximise the channel. 
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LUNCH BREAK - plus exhibits & demonstrations in the main networking area

2.00pm – 2.30pm

- **“Email is for Old People” – Communicating with the Next Generation** (Session 2)
- Lunchtime keynote session presented by Richard Edwards from the Butler Group

Today's college graduates are tomorrow's corporate employees, but how many businesses and institutions are prepared and able to accommodate this generation's new methods of communication?



- **Keeping the Killer App off Death Row: Balancing Email Security with the Demands of a Vibrant Medium** (Session 3)
- Lunchtime keynote session presented by David Lewis from the Electronic Service Providers Coalition (ESPC) and VP for Market & Product Strategy at Strongmail

Email has become ubiquitous, but its status as the “killer app” is under assault by abusive practices as well as the measures taken to contain them. Balancing email security with legitimate communication and commerce is crucial to email's future. This presentation explores the issues and roles of different stakeholders in preserving the medium.



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