



CSA Summit 2015: Recap



Attendees:

> 100 international attendees from nine countries

Reflecting 80% of ESP's in Germany

Reflecting over 50% of ISP's in Germany



Attendee Feedback:

100% of attendees would recommend the event

100% of attendees will join the CSA Summit on the 21st of April 2016



Format: 2 day event

Day 1: Introduction of CSA and get together

Day 2: Main event

Hot topics...

... our world is changing: **relevancy of emails** as direct marketing tool, trends in user complaints

... **related new challenges**: user experience, brand reputation vs. business performance, Spamfiltering by ISP'S

... **technological trends**: DMARC, Domain Reputation

... **paving the way for the future**: potential approach, podium discussion

Speaker:

Tim Draegen President, DMARCIAN

Sebrus Berchtenbreiter Chair of Council Digital Dialog, DDV

Nikolas Schäuble Mail Security, 1&1

Marcel Becker Director Product, AOL Mail

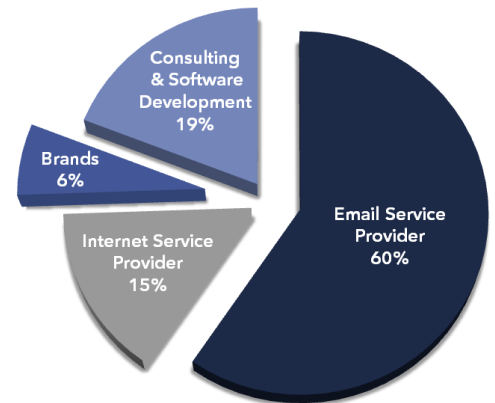
Sven Krohlas Mail Security, 1&1

Tobias Herkula Deliverability & Abuse Management, optivo GmbH

Hagai Hartman CEO, Emarsys

Dr. Torsten Schwarz Leader of eco Competence Group Online-Marketing

Eco & CSA Team



Company Profile: Kuchendiagramm

Job Profiles:

CEO, CTO, Deliverability Manager, Security & Abuse Manager, Marketing Manager, System Engineers and Developer, Account/Customer Management

Reasons for attending:

1. CSA related topics
2. Networking
3. Specialist & Industry Insights

Sponsors:

Litmus, 250ok, DMARCIAN

Cost:

Free of charge for CSA certified senders

Location:

Bauwerk Köln:



CSA Summit 2016: What to expect



Target group of this event:

>100 International attendees: CEO's, CTO's, Deliverability Manager, Security & Abuse Manager, Marketing Manager, System Engineers, Account Manager of

- Email Service Provider
- Internet Service Provider
- Security Software Provider
- Brands

Benefits for Attendees:

Meet your peers and network with the whole value chain of emailing

Get recent updates from the quality standard for commercial emailing: The CSA

Get insider information from international industry & technology experts

Contribute shaping the standards for commercial emailing

Benefits for Sponsors

Create brand awareness in and beyond the German Market

Get visible in the emailing expert community

Meet new potential customers in just one day



Structure of the Summit:

Day 1: Get together in the afternoon/evening at eco office. Get an introduction of the Service CSA if you are not yet a participant.

Day 2: Main event with hot topics:

Technological Topics: DMARC, IPv_6, Universal Acceptance

Marketing Topic: Email for commercial communication

CSA Insights: Latest update on new regulations & user complaint Feedback

Day 3: Legal and technical workshops, update on CSA regulations

Location: German Sports & Olympia Museum Cologne

<http://www.dksm-online.de>

