



# ONLINE TRUST & CYBERSECURITY FORUM 2010

LEARN INNOVATE COLLABORATE



## Georgetown University Washington, DC September 22-24

Register today for savings, <https://otalliance.org/dc.html>

Wednesday, September 22

### OTA ACADEMY

Pre-Conference Training & Lunch  
Noon to 5:00

\$299 or only \$100 with Forum registration

Email Authentication Boot Camp  
**or**

CAN-SPAM Compliance Training  
Sponsored by Lashback

### WELCOME RECEPTION

Sponsored by Mark Monitor

### SESSIONS, full list on site

*Speed of Trust*, Keynote • **White House Cyber Security Strategy; Challenges & Opportunities** • Trust from the Consumer's Eyes  
**Convergence of Privacy & Security** • Evolving Threats, Malvertising, Social Media & Mobile • **Email Compliance Training**  
Data Breach & ID Theft; Detection & Remediation • **Security & Privacy Questions Executives Must Ask** • Building Trust Communities;  
Realizing the Promise • **National Strategy for Trusted Identities in Cyberspace** • Privacy & Data Collection Statement Makeover  
**Confidence & Clicks - From the Eyes of the Marketer** • Business & Law Enforcement; Practices & Potholes • **Relevancy;**  
**Deciphering Customer Intentions** • Cybersecurity & Privacy Legislative Updates • **Business Value of Email Authentication**

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### SILVER SPONSORS, SUPPORTING ORGANIZATIONS & MEDIA PARTNERS





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## Georgetown University Washington, DC September 22-24

Bringing together leaders in consumer protection, interactive marketing, public policy, advertising, privacy and cybersecurity.

**Celebrating our 5th Anniversary**, the 2010 Online Trust & Cybersecurity Forum will highlight practices to help protect critical infrastructure, build consumer trust and help defend your business from abuse, exploits and fraud.

Sessions are designed to provide a framework, practices and technologies to maximize consumer trust, brand reputation and data security. Participants will receive prescriptive and actionable advice on how to enhance online trust to help assure the vitality of online services and the Internet economy.

**Who Should Attend?** A must attend for interactive marketers, security, privacy, fraud prevention and public policy professionals. Designed for the C-level and middle manager decision makers.

### SPEAKERS, full list on site

Julia Angwin, Senior Technology Editor, Wall Street Journal Michael Barrett, CISO, PayPal George Bilbrey, President, Return Path Mark Bregman, CTO, Symantec Vance Hitch, CIO, Department of Justice Eric Castelli, CTO, Lashback Larry Clinton, President & CEO, Internet Security Alliance David Daniels, CEO, Relevancy Group Tod Donhauser, EVP, Edelman Public Relations Ed Gibson, Director, PricewaterhouseCoopers Josh Glantz, VP, General Manager, Publishers Clearing House Mike Hammer, Web Operations Security, American Greetings Lance Hoffman, Distinguished Professor, George Washington University Chip House, VP Marketing, Exact Target Trevor Hughes, Executive Director, IAPP Dave Jevans, Chairman, APWG Greg Link, President & Co-Founder, Covey Link Hon. Gary Locke, U.S. Secretary of Commerce Susan L. Lyon, Esq., Of Counsel, Perkins Coie Fran Maier, President, Truste Scott Meyer, CEO, Better Advertising Randy Miskanic, Deputy Chief Postal Inspector, US Postal Inspection Services Lydia Parnes, Esq, Partner, Wilson Sonsini Goodrich & Rosati Pat Peterson, Fellow, Cisco Systems Rod Rasmussen, CTO, Internet Identity Jessica Rich, Deputy Director, FTC Randall Rothenberg, CTO & President, Interactive Advertising Bureau Howard Schmidt, White House Cybersecurity Advisor John Scarrow, General Manager, Safety Technologies, Microsoft Dr. Phyllis Schneck, Chair, National Cyber Forensics & Training Alliance Ari Schwartz, VP & COO, Center for Democracy & Technology Chris Shenefeld, EVP Global Operations, Intersections Craig Spiezle, Executive Director & President, OTA Wayne Thayer, VP, GoDaddy.com James Van Dyke, President & Founder, Javelin Strategy and Research Christopher Wolf, Partner, Hogan Lovells Linda Woolley, EVP Government Affairs, Direct Marketing Association Mike Zanies, VP Public Policy, Interactive Advertising Bureau

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### Keynotes

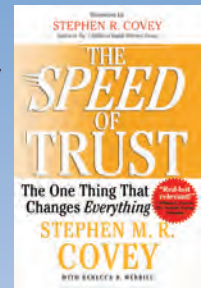
Hon. Gary Locke, U.S. Secretary of Commerce

*Speed of Trust*

Greg Link, Franklin Covey

*Sponsored by Return Path*

Howard Schmidt, *invited*  
White House Cybersecurity Advisor



### Highlights

- White House Cybersecurity Briefing
- Edelman Trust Barometer
- Javelin Online Fraud Survey
- OTA Trust Scorecard & Awards
- Privacy & Security Regulatory Update
- National Strategies for Trusted Identities in Cyberspace

Plus earn up to 10 CPE Credits