

The Online Security Forum:

Eliminating the Threat of Spam and Viruses Safeguarding Online Communications

August 10, 2004 • The Harvard Club • New York City

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Email has surpassed the telephone and fax machine in becoming the central nervous system for enterprise communication in the modern era. However, email systems are under siege by an unrelenting bombardment of spam and viruses.

The twin scourge of spam and viruses are demolishing productivity; devouring broadband capacity and IT resources; and, exposing organizations to liabilities ranging from sexual harassment to records management failure. Moreover, as new releases of software become more complex, there will be more holes for viruses to seep through.



In the fight for the communications lifeblood of enterprise, information technology professionals are banding together with lawyers to defend their organizations from this destructive duopoly. Enterprises must be up-to-date with the latest developments in:

- Anti-Spam technologies for ensuring the integrity of online commerce
- Ensuring the security of emails used to engage in online commerce
- Legal tools to take on spammers, spimmers and hackers
- Liability / compliance issues associated with maintaining electronic audit trails
- Mining email as a reservoir of enterprises intelligence



This program is uniquely geared to help enterprises inoculate their email systems against the onslaught of spam and viruses through technology and legal remedies. Participants will learn how to prevent the dissemination of inappropriate material traversing their electronic communications systems.



Moreover, this conference is designed to help organizations monetize their electronic communications systems by conducting ecommerce and gathering intelligence from email archives.

Don't miss the opportunity to listen to renowned experts share their insights with you.

FEATURED PRESENTERS:

- Archived Email
- BellSouth
- BorderWare Technologies
- Epsilon
- Eweek
- Experian
- FrontBridge
- ICG, Inc.
- iDefense
- Infoworld
- IntelliReach
- Lucent Technologies
- MessageGate
- MessageRite
- Nemertes Research
- Online Security
- TurnTide
- White & Case

SPONSORS:



To register call (212) 952-7454 • Email: naomi@twst.com

To Nominate a Speaker Contact: (212) 952-7400 ext. 162 • Email: dwanetick@twst.com

The Online Security Forum: **AGENDA**

AUGUST 10, 2004 • THE HARVARD CLUB 27 WEST 44TH STREET, NEW YORK, NY 10036

Day 1 – August 10, 2004

8:00 REGISTRATION, CONTINENTAL BREAKFAST & NETWORKING

8:30 AN OVERVIEW OF THE COSTS OF SPAM AND VIRUSES

- Network overload, management, delivery speed and prioritization issues
- Acquisition and maintenance costs of anti-spamming technologies
- Time of combating and conducting investigations
- Legal liabilities – sexual harassment and hostile workplace
- Decreasing effectiveness of emailing in general
- Destruction/loss of mission-critical emails
- Damage to computers
- Viruses – Damage to computers, email files and corporate reputation
- The technological and legal liabilities associated with peer-to-peer file sharing

Speaker: Melanie Turek, Principal Research Analyst, Nemertus Research LLC

9:15 ANTI-SPAMMING TECHNIQUES AND TECHNOLOGIES

- Establishment of Do Not Call registries
- EMail authentication systems
- Content filtering
- False positives
- Seeding decoy accounts to achieve early detection of fraudulent emails
- Email encryption
- Digital key technology
- Email postage technology / bonded sender technology
- Confusing spammers with false tracking data
- Triggering denial of service attacks against spammers

STRATEGIES FOR COMBATING SPAM

- Technologies implemented
- Costs of implementation
- Hurdles of implementation
- Tracking benefits of implementation

Moderator: Ray Everett-Church, Chief Privacy Officer, TurnTide

Speakers: Greg Arnette, Founder & CTO, IntelliReach
Vijay Kumar, Lucent Technologies
Dan Nadir, VP - Product Management, FrontBridge
Robby Gulri, Senior Product Manager, Business Applications, BellSouth

10:00 THE THREAT OF SPYWARE

- Detecting and blocking of electronic eavesdropping
- Deletion of spyware programs
- Preventing drive-by-downloading
- Susceptibility to spyware based on browser selection
- Preventing the theft of confidential information
- Legislative initiatives banning the automatic installations of unauthorized programs on users' computers
- Trademark and copyright issues

Speakers: Robert Bagnall, Muse Innovations
Andreas Antonopoulos, Principal Research Analyst, Nemertus Research LLC

10:30 NETWORKING BREAK

10:45 LEGAL MEASURES TO COMBAT SPAM

- Pertinent provisions of the CAN-SPAM Act
- Provisions concerning deceptive IDs, subject lines, and claims
- Successful courses of action for ISPs – Asset seizures
- Civil litigation risk for failure to disclose data breaches
- Section 6 of the CAN-SPAM Act – holding companies selling products liable
- Comparative analysis of CAN-SPAM versus state anti-spamming laws
- A review of foreign anti-spamming legislation
- Ability to block financial transactions emanating from spam

Speaker: David Bender, of Counsel, White & Case

11:15 RESPONSIBILITIES FOR ENSURING PRIVACY ONLINE

- HIPAA
- GLBA
- Posting to message boards
- Unmonitored IM conversations
- Requirements for conversation logging
- Separating information
- Managing Opt-Out / Unsubscribe Functions.

Panelists: Ray Everett-Church, Chief Privacy Officer, TurnTide
David Geisinger, Epsilon
Ben Isaacson, Privacy & Compliance Leader, Experian

(Day One's Agenda continues on the next page)

**agenda subject to change*

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Day 1 – August 10, 2004

12:00 LUNCHEON

1:00 MEASURES TO COMBAT PHISHING AND IDENTITY THEFT

- Detection methods
- Threat minimization
- The case for biometrics
- Password protection technologies
- Insurance Solutions
- Technology Solutions
- Legal Remedies
- Known identity theft sites versus unknown identity theft sites
- Digital authentication software
- Use of color toolbars on browsers
- Password protection schemes (e.g. two-factor authentication)

Moderator: Thomas Sullivan, Infoworld

Panelists: Joshua I. Halpern, VP, ICG, Inc.
Dean Richardson, VP-Technology,
MessageGate

1:45 A LOOK AT THE ISSUES, CHALLENGES AND DIRECTIONS IN ENTERPRISE EMAIL MANAGEMENT & MESSAGING HYGIENE

- The changing use of Email
- Legislative efforts against Spam
- Industry regulations & compliance
- The cost of Email problems
- Measures for success with Email
- Emerging trends in Messaging Hygiene
- The Messaging Hygiene market

Speaker: Albert Behr, Chief Strategist, BorderWare Technologies Inc.

2:30 LEGAL REQUIREMENTS FOR ARCHIVING EMAIL RECORDS

Which records must be archived? What are industry specific archiving requirements? How long must records be saved? What are the penalties associated with failure to save such records? Maintaining paper trails. Compliance considerations.

Speakers: Chris Gray, VP – Messaging Solutions, Legato
Carey Ransom, VP, MessageRite

3:15 NETWORKING BREAK

3:30 EMAIL RETENTION, ARCHIVING & INTELLIGENCE MINING

- Routing systems
- Automatic archiving
- Retrieval systems
- Reduce data recovery costs
- Storage efficiency
- Monitor and audit key corporate communications
- Sharing and accessing retained emails
- How to mine email archives for intelligence

Speakers: Jay Glynn, President, Archived Email
Greg Arnette, Founder & CTO,
IntelliReach

4:15 PROTECTING DIGITAL ASSETS

- Recovery of "deleted" emails
- Prevention of cyber-squatting and web site hijacking
- Investigation of theft of trade secrets and solicitation of employees
- Computer forensic investigations and data reconstruction
- Internet investigations
- Tracking violators of intellectual property and counterfeit products
- Corporate espionage countermeasures

Speaker: Erik Laykin, President, Online Security

5:00 COCKTAIL & NETWORKING RECEPTION



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Spam Accounts for 76% of All E-mail and Viruses Threaten More Damage

It wasn't so long ago that email was hailed as the Internet's "killer app". Remember how we marveled at email's speed, direct reach, viral marketability and archivability? Well, the email infrastructure that we recently knew has become emasculated by the unrelenting assault of spam, viruses and worms.

Not only have spam and worms made email a less effective communications medium but enterprises are experiencing reduced productivity, far higher costs and liability associated with their email systems. Further, consumers' growing resistance to incoming email is imperiling online commerce.

Email is becoming the gateway for the infiltration of increasingly devilish viruses. Also, it is often through email ports of call that spyware and viruses invade computers, steal identities and continue to threaten the unauthorized release of corporate trade secrets and the theft of intellectual property.

There are a host of technological and legal remedies available to help network administrators take back the electronic communications infrastructure. Listen to experts discuss the merits of competing technologies and strategies for defeating spam and inoculating networks from viruses.

Further, this one-day conference will delve into important surrounding issues such as ensuring on-line privacy; blocking phishing (identity theft); gleaning intelligence from email archives; and, protecting digital assets and more.

Don't miss this unique opportunity to listen to renowned authorities discuss the most important issues surrounding email delivery, security, privacy, and archivability.

I look forward to meeting you on August 10, 2004 in New York City.

I remain,

David Wanetick
Managing Director
The Wall Street Transcript

KEY BENEFITS OF ATTENDING

- Get an update on acquisition and maintenance costs of anti-spamming technologies
- Learn how to prevent viruses damaging computers, email files and corporate reputation
- Get a primer on email encryption, digital key technology, and email postage technology / bonded sender technology
- Learn about legislative initiatives banning the automatic installations of unauthorized programs on users' computers
- Understand how to detect and block electronic spyware
- Review pertinent provisions of the CAN-SPAM Act
- Determine your ability to block financial transactions emanating from spam
- Discern requirements for conversation logging, managing opt-out / unsubscribe functions
- Hear about password protection schemes for deflecting phishing attempts
- Discover how instant messaging evades port-blocking controls such as firewalls
- Determine which email records must be archived
- Learn how to mine email archives for intelligence
- Get advice on tracking violators of intellectual property and counterfeit products
- Get an update on the prevention of cyber-squatting and web site hijacking
- Learn how to investigate theft of trade secrets and solicitation of employees
- Review techniques related to computer forensic investigations and data reconstruction

ADMINISTRATION DETAILS

- Register now – availability is limited. Phone, fax, or mail the reply form on the back of the brochure today. Call 212-952-7454, fax 212-668-9842 or email naomi@twst.com.
- Cancellations – Should you be unable to attend for any reason, please inform us in writing prior to July 7, 2004 and a refund less a \$225 processing charge will be issued. No refunds will be given after July 7, 2004. Requests for substitutions for enrolled delegates may be made by emailing naomi@twst.com.
- Please note: Dress is business casual. Please no jeans.
- Hotels close to the conference location include: Algonquin, 59 W. 44th St, 800-555-8000; Mansfield, 12 W. 44th St, 877-847-4444; Sofitel New York, 45 W. 44th St., 800-SOFITEL. The midtown locations of the Hyatt, Hilton, Sheraton and Marriott chain of hotels are also located within easy access to the conference venue. This information is only given as a convenience and not as an endorsement.

WHO SHOULD ATTEND?

- Network Administrators
- Network Security Professionals
- Corporate Security Officers
- Representatives from Government Agencies
- Information Technology Providers
- Privacy Officers
- In-House Counselors
- Senior Purchasing Managers
- Guardians of Intellectual Property
- Compliance Officers
- Senior Corporate Intelligence Officers
- Lawyers
- Consultants

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Registration Information

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Before July 14 \$495
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