

CSA Summit 2018, Frankfurt: from suggestions to hot topics

The CSA Summit took place in Frankfurt this year, focusing on email marketing and its relationship with the new GDPR and ePrivacy regulation.

Participants at the CSA Summit 2018 were invited on a journey of discovery through email marketing best practices by learning how to optimize the work of professionals involved in this sector.

Having attended as a media partner, the event was well organized by the Certified Senders Alliance, a project by [eco, the Association of the Internet Industry](#), whose main objectives are to optimize [email marketing](#) activities based on the issuance of certifications and to impose high technical and legal standards on those who are responsible for sending out mass email marketing campaigns for commercial purposes.

The location: from suggestion to contrasts

On 19 May 2018, the CSA Summit 2018 team welcomed participants on board “The Aircraft” in Burghof, Germany, a fantastic location chosen for the first day, which was definitely the busiest in terms of conference attendees and equally rich in the content presented. The choice of location was certainly unique and suggestive: in fact, the venue is designed to look like an airliner. However, the modern architecture of its internal space offered a stark contrast with its open spaces, which have views over the medieval village of Dreieichenhain. The location itself was not easily accessible by public transport, however for those arriving in Germany by plane – *as was the case for our editorial team, who touched down in Frankfurt* – it was possible to reach the site in around 20 minutes by taxi.

The event’s over-arching theme

The host staff was attentive throughout, creating a well-organized and well-orchestrated event where everything ran like clockwork.

The opening speech was made by the Director of the CSA, Julia Janßen-Holldiek, who introduced the project’s mission and activities, as well as the event itself. As she explained in an interview with our newspaper, the objective is that of placing *“particular emphasis on guaranteeing the quality of work executed by certified senders”* and, through the certification issued by the CSA, *“continuously improve the quality of email marketing mail-outs”*, because trust is and will remain the key to the success of email marketing activities.

She then went on to explain the choice of the metaphor of air travel for the summit. As is the case for frequent flyers, who can benefit from loyalty programs from airline companies, those who are responsible for frequent email mailings can also be rewarded for their compliance with the technical and legal best practices presented during the course of the event, in which the “miles” accrued during each speech represent the nine GDPR principles to put in practice when executing emailing marketing projects.

Content from the event

Regarding the nine GDPR principles, the day comprised a wealth of content. Particular emphasis was placed on the nine principles of GDPR legislation that have an impact on the world of emailing and,

therefore, also on marketing emails, branding strategies and the new trends that will influence customer experience.

The contribution from Oliver Stone, a partner at Fieldfisher and Chair of the eco Association of the Internet Industry, for example, offered an analysis of the current situation and the future impact on e-communication as a result of ePrivacy regulations. A round table discussion covering the General Data Protection Regulation with Jens Eckhardt, (Specialist Attorney-at-Law for IT Law), Magnus Eén (Deliverability Manager at Westwick), Kertin Espey (Senior System Engineer), Isabel Feys (Country Manager for DACH at Mailjet), Rosa Hafezi (Attorney at CSA) and Don Owens (Senior Technical Leader at Cisco systems) also took place.

Meanwhile, Thede Loder (Senior Director at Agari Data Inc.) talked about the advantages of Branded Indicators for Message Identification (BIMI). Steve Jones (Senior Software Engineer at Postmaster Team, LinkedIn) and Carmen Piciorus, (Technical Expert at La Poste) gave examples of best practices within the field of e-mail marketing. To close the event, Marcel Becker (Product Director at Oath Inc.) and Christian Hanke (Creative Director and Partner at Edenspiekermann) provided useful insights into optimizing email marketing activities and new developments in the sector as well as an analysis on how interaction with consumers is changing through e-mailing.

CSA Summit 2018: the strength of a well-organized team

While the unique location and beautiful weather certainly helped to make the event enjoyable, we can't go without mentioning that the success of the event was above all due to the event management team behind the CSA Summit 2018, a highly dynamic team that contributed to creating an atmosphere that was conducive to sharing information and which made the most of the networking opportunities available.

The attention to detail was outstanding, and in line with the theme of "air travel", participants even received a handy travel kit! The warmth and attentiveness of the organizers were determining factors in the success of the summit and for our team, this was already evident well before the event, from the first contacts with the staff by email, through to the support provided to our editorial staff during the event in setting up interviews and the efforts undertaken to meet our requests.

The importance of debate and networking

These final aspects are an opportunity that should not be overlooked in an event such as this, in which the participants were, for the most part, rich sources of technical content. The organizers of the CSA Summit 2018 are very much aware of this and organized the program so that opportunities for debate on topics that are still generating uncertainties were not missed, such as those related to [GDPR](#) and ePrivacy regulation. Therefore the event included round table discussions with experts in the sector, giving attendees the opportunity to ask the panel participants a myriad of questions, within the allocated time slot at the end of every speech.

The training and discussion sessions held in meeting rooms were well-balanced with sufficient breaks, which all took place in a fairly informal and lively setting. During the morning coffee break and buffet lunch, attendees had the opportunity to participate in a "speed dating" session lasting over an hour, during which time it was possible to obtain further clarifications on the summit's hot topics in one-to-one meetings with the event's speakers. All in all, there was a real buzz at this event, which included a raffle for participants to win a portable speaker set, as well as a few games of table football, a good deal

of music and, naturally, German beer during the evening dinner which closed this event aimed at marketing professionals and all companies that are looking to comply with the nine principles established within GDPR and ePrivacy regulation legislation, which will undoubtedly have a significant impact on email marketing activities.