

2018 DPA Conference Agenda

Thursday, 10/11	
8:00 – 8:30	Breakfast
8:30 – 9:00	Welcome, Introductions and Sponsor talks
9:00 - 10:15	World Café Ken Schneider
	Always a highly rated session, the world café uses rotating small groups to discuss issues submitted by attendees. Results are then shared the larger group in a fast moving exchange of ideas.
10:15 – 10:30	Break
10:30 – 12:00	Strategic planning for future tape vaulting business success - Fred Moore
	At this interactive session Fred will lead a discussion how the current technology environment, especially cyber-crime could create profitable opportunities for offsite / disconnected storage.
12:00 – 1:00	Lunch
1:00 – 2:00	Marketing the Air Gap Nathan Cook
	This session will examine how marketing can help position data protection organizations in a field that's increasingly crowded with Cloud solutions. With digital marketing techniques, effective messaging, and engaging content, lead generation for tape vaulting deals doesn't have to be a thing of the past. Learn how to get the most of your marketing spend, from paid search campaigns, to vendor management/selection, and content creation.
2:00 – 2:15	Break
2:15 – 3:15	Cyber Risk Strategies and Solutions Monica Minkel USI insurance
	Our session will talk about the emergence of cyber risk in general and specifically how cyber risk is affecting our customers. We will review common claims and how to reduce and prevent losses from occurring. The session will offer real world experience and insurance solutions we see in the marketplace today and trends going forward.
3:15 – 4:15	Today's Digital Forensics Landscape Joe Harford Reclamere
	Digital Forensics expert, Joe Harford, will discuss the vulnerability of the devices we use every day and share best practices for proper data protection.
4:15 – 5:00	DPA Annual Meeting
6:00	Conference Dinner
Friday, 10/12	
8:00 – 8:30	Breakfast
8:30 – 9:30	In Transit Security Greg Haber from Babaco
	In this session, Greg Haber of Babaco will discuss the risks associated with the movement of media, he will include some examples of damages to both media and vehicles, and will demonstrate some products that manufacturers of security products are offering that can help us mitigate the risks.
9:30 – 10:30	What Has Your Organization Done in the Last 3 Months to Mitigate the Impact of a Disaster?
	Panelists from geographically diverse parts of the country share their first hand experiences before, during and after various disaster events that should give you cause to act in your own organizations
	Chris Godinich – Veritrust – Gulf Coast Natural Disaster

	Steve Richards – Richard & Richards – Fire Event Scott Reis - DataSafe Ryan Broughton Office of Emergency Management – City of Denver
10:30 – 10:45	Break
10:45 – 11:30	Wrap Up