Draft Program for joint ATU and the Internet Society seminar on Combating SPAM

Hilton Hotel Nairobi

9th September 2013

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Time	**Sessions**
09:00 – 10:00	Opening Ceremony
10:00 – 10:30	Welcome and Opening Remarks
10:30 – 11:00	**Tea Break**
11:00 – 11:45	What is "spam" and the Role of Tools – panel discussion of what is unsolicited mail and how spam is defined for this workshop as well as what data, tools and software exists today that users, governments and network operators can consider as part of a spam, malware, and botnet mitigation program. • Spam Experts will discuss what is spam, what tools are currently available for spam mitigation and how they can be used to better manage the proliferation of spam
11:45 – 12:30	Role of Governments – panel discussion of spam policy development from government representatives based on their experiences in how they developed legislation, regulation and enforcement criteria to mitigate spam, malware and botnets within their country. • Government Representatives from The Netherlands and Industry Canada will discuss their experiences in addressing spam in their countries
12:30 – 14:00	**Lunch Break**
14:00 -15:00	Role of Industry – panel discussion with leading industry organizations that have developed best practices, codes of conduct, standards and other operational materials to help network operators adopt and use mitigate spam solutions, including malware, botnets and phishing. • Representatives from the Messaging, Malware, Mobile Anti-Abuse Working Group (M^{3}AAWG), and the London Action Plan (LAP) will discuss how they collaborate to address spam mitigation
15:00 – 15:30	Role of industry: Mobile – discussion of the migration of spam to mobile platforms and what is being done by the industry to address the issue • Representatives from the GSMA and Cloudmark
15:30 – 16:00	**Tea Break**
16:00 – 17:00	Role of Technical Experts – panel discussion with technical experts on what they do to manage network operations and address the proliferation of spam, including the risks associated with spam mitigation. • Panel discussion with technical experts and network operators from Africa and around the world to discuss how they approach spam mitigation
17:00 – 17:30	Workshop Summary and Certificate Ceremony