



Insight Delivered | Confidence Inspired

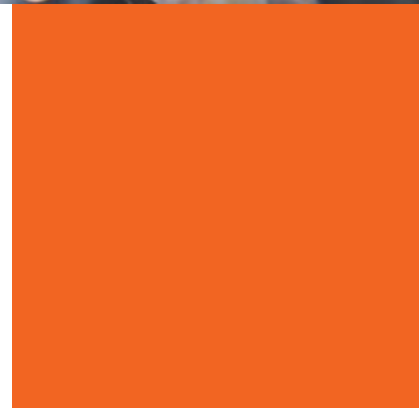
MAY 7-9, 2018

**PRE-CONS
MAY 6**

**26TH ANNUAL
MER CONFERENCE**



**CHICAGO
MARRIOTT
DOWNTOWN**



@MERCONFERENCE

MERCONFERENCE.COM



The MER Conference delivers the very latest insights to eRIM decision-makers and influencers inspiring confidence to lead change in your organization.

The signature MER Conference is a 2-½ day immersive event focused on the LEGAL, TECHNICAL and OPERATIONAL aspects of managing electronic records in an ever-changing environment. Carefully designed to be a collaborative learning experience, it regularly delivers on an intentional focus: empowering leaders with insights, connections and resources to effectively lead IG and eRIM solutions that support business objectives.

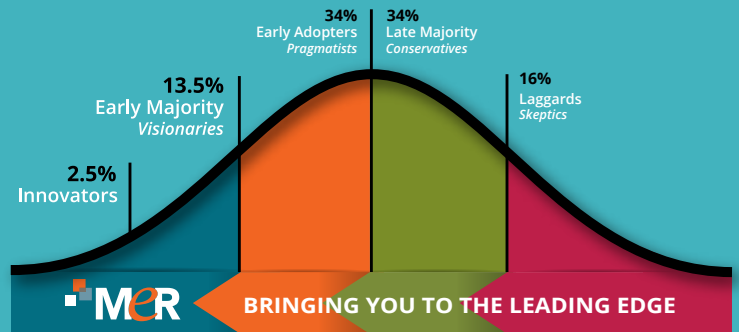


DIVERSE EXPERIENCES AND CONVERSATIONS CREATE SUCCESS

Three compelling keynote speakers will bring diverse perspectives to your most pressing issues while illuminating potential solutions. Focused sessions on disruptive technologies such as blockchain, IoT, social media and machine learning will explore their effects on IG and the discipline of records management. Other sessions will examine GDPR, auto-classification, as well as the most relevant legal and technical challenges facing IG and eRim professionals today.

WHO ATTENDS

The MER Conference attracts progressive decision-makers and organizational influencers from companies large and small seeking solutions to their business's most pressing Information Governance challenges.



Beal and Bohlen, 1957



THE MER EXPERIENCE IS YEAR-ROUND

Because of its highly immersive and interactive design, the MER Conference is renowned for delivering great impact to our attendees and the businesses they support. The learning and collaboration, however, never stops! The MER Experience continues throughout the year with MER **Sapient**, a suite of year-round, always relevant, sharply focused educational content that comes directly to you. MER **Sapient** ranges from compelling webinars and meaningful web-based content to innovative online engagements such as Twitter Chats, MERapp conversations and more. Through MER **Sapient**, the MER Experience is a continuous opportunity to engage with experts, stay abreast of important developments, build insight into the latest trends and identify solutions that you can bring back to your business.



SUNDAY | MAY 6, 2018 | PRE-CONS [Click on a session title for more information](#)

10:00 am - 5:00 pm

-
- T1** **Advancing Your Professional Education: Obtaining & Maintaining ICRM Certification**
Nick DeLaurentis (ICRM)
-
- T2** **Being Ready When Law Enforcement “Knocks On IG’s Door”**
A Special CLE-Accredited, How-To-Be-Prepared Pre-Con for Corporate RIM and Legal Personnel
Kenneth Withers, Esq. (The Sedona Conference) | Aaron Crews, Esq., (Littler Mendelson PC) |
Christina Egan, Esq. (Maguiere Woods) | David Greenwald, Esq. (Jenner & Block) |
Jeffrey Shaffer (Stroz Friedberg) | Michele Slachetka, Esq. (Jenner & Block) |
Carla Stern, Esq. (US Department of Justice) | Hon. Ronald J. Hedges (Dentons US, LLP)
-
- T3** **Moving to the CLOUD – Understand your Options by Comparing the Governance Capabilities of the Major Cloud Platforms** Carol Stainbrook (Cohasset Associates)
Teresa Drabenstadt (Cuna Mutual) | Darron Dickinson (Cohasset Associates)
-
- T4** **Low Hanging Fruit: Easy Wins to Prove the Value of Information Governance**
John Isaza, Esq. (Rimon PC) | Susan Cisco, PhD. | Wendy McLain (Valero Energy Corporation)
-
- T5** **Enhancing Your Leadership Skills: How to Be a Strategic Partner While Helping Your Organization Implement Better Information Governance**
Debra Sabatini Hennelly, Esq. | Laurie Bodine | Russell Cancilla (Compliance and Ethics Solutions, LLP)
-
- T6** **Accelerating Information Governance to Enable Your Business** Jesse Wilkins (AIMM International)
-
- T7** **Office 365 Revealed – A Governance Roadmap**
Laurie Fischer | Reggie Pool, Esq. | Craig Shogren (HBR Consulting)
-
- T8** **Applying Change Management - The All-Important Component to Successful Information Governance** Karen Ball (Prosci)

5:00 - 6:30 pm **Welcome Reception**

REGISTER NOW

MONDAY | MAY 7, 2018 [Click on a session title for more information](#)

7:30 - 8:30 am		Networking Breakfast
8:30 - 9:00 am		The 2018 MER Conference Opening
9:00 - 10:15 am		1. OPENING KEYNOTE: Dignity through Identity: Tackling Human Problems with Blockchain Ashish Gadnis (BanQu)
10:15 - 10:45 am		Networking Break
10:45 am - 12:00 pm		2. The Future of Blockchain: A Panel Discussion Jason R. Baron, Esq. (Drinker Biddle & Reath LLP) Barclay T. Blair (Information Governance Initiative LLC) Aaron Crews, Esq. (Littler Mendelson PC) Laura E. Jehl, Esq. (BakerHostetler)
12:00 - 1:15 pm		Networking Lunch
1:15 - 2:15 pm	O	3. The Formula for Achieving Success in your Information Governance Program - Learn from IG "Rock Stars"! Karen Knight (Cohasset Associates) Dani Cook-Barrows Stephanie Buholz, Esq. Lewis Palmer (Trinity Industries)
Choose 3, 4, or 5	T	4. The State of the World of Auto-Classification Bennett Borden, Esq. (Drinker Biddle & Reath, LLP)
	L	5. ERM Case Law: The Annual MER Update of the Latest News, Trends and Issues Ken Withers, Esq. (The Sedona Conference)
1:15 - 5:00 pm		T1 Day 2. ICRM Exam Preparation: Part 6 Continuation
2:15 - 2:30 pm		Networking Break
2:30 - 3:30 pm	O	6. Case Study: Moving From Independent Organizational Silos to Effective Information Governance Rafael Moscatel (Farmers Insurance) John Isaza, Esq. (Rimon PC) Kimberly Quan
Choose 6, 7, or 8	T	7. Leveraging Machine Learning to Auto-Classify for Better Information Governance David Starkweather Scott Burt (Integro)
	L	8. Implementation of Legal Holds Ken Withers, Esq. (The Sedona Conference) Jesse Weisshaar, Esq. (Shook Hardy & Bacon LLP)
	S	SS. SOLUTION SHOWCASE ZL TECHNOLOGY
3:30 - 4:00 pm		Networking Break
4:00 - 5:00 pm	O	9. 10 Simple Strategies for Refreshing Your Electronic Document and Records Systems Christine Adcock Ellen Ryan (TSG)
Choose 9, 10, or 11	T	10. Sharpening Your Leadership Skills for IG Success Debra Sabatini Hennelly, Esq. Russell Cancilla (Compliance and Ethics Solutions, LLP)
	L	11. Not "If" But "When" - Responding to Data Breach Bob Cattanach, Esq. (Dorsey & Whitney)
5:00 - 6:30 pm		Networking Reception

TUESDAY MORNING | MAY 8, 2018 [Click on a session title for more information](#)

7:30 - 8:30 am

Networking Breakfast

8:30 - 9:45 am

- 12. KEYNOTE: A Tale of 3 Buttons - Using Long-Term Digital Preservation of Electronic Records at the International Criminal Court to Protect Human Rights**
Jones Lukose, PhD. (International Criminal Court)

9:45 - 10:15 am

Networking Break

10:15 - 11:15 am

Choose 13, 14, 15

- O** **13. CASE STUDY: Keeping Data Safe – The Need for Information Governance and Information Security to Work Together**
Elizabeth Adkins | Syed Hussaini (Grant Thornton, LLP)
- L** **14. Key Legal Issues of the Internet of Things (IoT)**
John Isaza, Esq. (Rimon PC) | Richard Balough, Esq. (Balough Law Offices, LLC) | Hon. Ronald J. Hedges (Dentons US, LLP)
- L** **15. GDPR: Understanding the new EU Data Protection and Data Privacy Regulations**
Jason Priebe, Esq. | Natalya Northrip, Esq. (Seyfarth Shaw)
- S** **SS. SOLUTION SHOWCASE: ACTIVE NAVIGATION**
Case Study: NY Cyber Regulations Compliance Using File Analysis

11:15 - 11:30 am

Networking Break

11:30 am - 12:30 pm

Choose 16, 17, 18, or SS

- L** **16. Possession, Custody or Control of Data in the Cloud, on Third Party Apps, and on Employee Mobile Devices**
Martin Tully, Esq. (Actuate Law) | Kelly Warner, Esq. (Riley, Safer, Holmes & Cancila)
- T** **17. Successful Strategies for Managing Ungoverned Data: Lessons Learned from the Remediation Trenches** Bennett Borden, Esq. (Drinker Biddle & Reath, LLP)
- O** **18. GDPR: Learn How Traditional ERM practices Are Essential to Achieving GDPR Compliance** Kon Leong (ZL Technologies)
- S** **SS. SOLUTION SHOWCASE EVERTEAM**

12:30 - 1:30 pm

Networking Lunch

[REGISTER NOW](#)

L LEGAL **T** TECHNICAL **O** OPERATIONAL **S** SOLUTIONS

TUESDAY AFTERNOON | MAY 8, 2018 Click on a session title for more information

- 1:30 - 2:30 pm
- T** **19. ECM in 2018 – the Path Forward** Nishan DeSilva | Microsoft
 - T** **20. Achieving More Effective Information Governance: Understanding Workforce Generational Differences**
Laurie Fischer (HBR Consulting) | Kurt Neumann (Prime Therapeutics)
 - O** **21. GDPR: The Responsibility to Remember - Long Term Digital Preservation for GDPR Compliance** Lori Ashley (Preservica) | Mike Quinn (Preservica)
 - S** **SS. SOLUTION SHOWCASE TBA**
- Choose 19, 20, 21, or SS

2:30 - 3:00 pm **Networking Break**

- 3:00 - 4:00 pm
- L** **22. The Unique Challenges of Litigation and Discovery for Social Media Records and Information**
John Isaza, Esq. (Rimon PC) | Hon. Ronald J. Hedges (Dentons US, LLP)
 - T** **23. ECM Is Dead - What to Do With the Bodies?** Ken Lownie (Everteam)
 - O** **24. GDPR: Learn the ABCs of How Your Organization Can Improve its Information Governance to Facilitate GDPR Compliance**
Jim Polka | Matt McClelland (Doculabs)
 - S** **SS. TBA**
- Choose 22, 23, 24, or SS

4:00 - 4:30 pm **Networking Break**

- 4:30 - 5:30 pm
- T** **25. In a Content Services World, Is ERM Even Possible?**
Stephen Ludlow (OpenText)
 - O** **26. Kill Your File Shares! Follow the Lifecycle of a File, from Analysis to Deletion**
Rich Hale (Active Navigation) | Bennett Borden, Esq. (Drinker Biddle & Reath, LLP)
 - L** **27. Protecting and Defending Trade Secrets: An Information Governance Imperative** William Schaller, Esq. (Baker & McKenzie)
 - S** **SS. TBA**
- Choose 25, 26, 27, or SS

6:00 pm **Networking Reception at the Chicago Yacht Club**



CHICAGO MARRIOTT DOWNTOWN

DON'T FORGET TO BOOK YOUR HOTEL!

Each year MER Experience hotels sell out. Register before April 1 to lock-in your special MER rate.

HOTEL REGISTRATION

WEDNESDAY | MAY 9, 2018 Click on a session title for more information

7:30 - 8:30 am	Networking Breakfast
8:30 - 9:30 am	28. KEYNOTE: They Are Putting Their Files Where? Information Governance in a World of Disruptive Technology Mark Diamond (Contoural)
9:30 - 10:00 am	Networking Break
10:00 - 11:15 am	29. PANEL DISCUSSION: The Cloudy Future of Information Governance Michael Alsup (Gimmal) Nishan DeSilva (Microsoft) Stephen Ludlow (OpenText) Richard Hogg (IBM)
11:15 am	The 2018 MER Conference Adjourns

THE MER SOLUTION PROVIDERS

GOLD



SILVER



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**THE MER
CONFERENCE**

Insight Delivered
Confidence Inspired*

* **Insight** (in-sahyt): n. An understanding of relationships that sheds light on or helps solve a problem.

Confidence (kon-fi-duh-ns): n. Certitude embolden with the knowledge and resources to be successful.

RECORDS FOR HUMANITY



THANKS TO YOU, THE MER CONFERENCE IS BRINGING PEOPLE TOGETHER . . . AND REACHING OUT TO THE WORLD.

In today's technologically enabled world, electronic records and information are at the heart of almost everything we do as business professionals, leaders in our organizations and citizens of the world. Through innovative technologies and applications that can now draw previously hidden insights and create wonderful new capabilities, real solutions to some of humanity's most challenging issues are now within our reach. Regardless of the businesses we are in, Information Governance and the proper management of electronic records and information not only supports our organizational goals and objectives but, through the products and services we are helping to produce, affects society. The MER Conference is proud to help advance knowledge and provide inspiration for all who are involved in Managing Electronic Records.

The MER Conference invests in the future as one of our core principles. In addition to fostering meaningful conversation around emerging eRIM trends and challenges, the MER Conference believes that through education, thought leadership and professional networking, our attendees can help identify solutions that solve today's problems and anticipate tomorrow's challenges.

Our commitment to the future goes beyond the traditional hallmarks of the MER Conference.

This year, your attendance at the conference is helping to make the following donations possible:

- **ARMA International Education Foundation**
- **The Sedona Conference®**
- **Academic Scholarships**

In alignment with our educational mission, this year the MER Conference is pleased to make a donation of our unused honoraria to two organizations, both of whom manifest similar goals and objectives; the ARMA International Educational Fund (AIEF) and The Sedona Conference™.