MER Conference | Immerse | Sapient | Merlin

Re-IMAGINING Information Governance

MER Conference
May 10-12, 2022
JW Marriott | Indianapolis

contents

MER

about MER

MER equips information governance professionals to better impact their organization's business objectives. MER connects industry thought-leaders, solution providers, and professionals with thought-provoking, interactive, and solution-oriented engagement products.

Since 1992 MER has examined contemporary information governance issues from the Legal, Technical, and Operational perspectives at its annual **MER Conference™**.

In 2018 MER expanded to include a robust series of year-round webinars under the brand **MER Sapient™.**

MER announced a further expansion in 2020 scheduling day-long deep dive events focused on a singular pressing issue with accompanying solutions under the brand **MER Immerse™.**

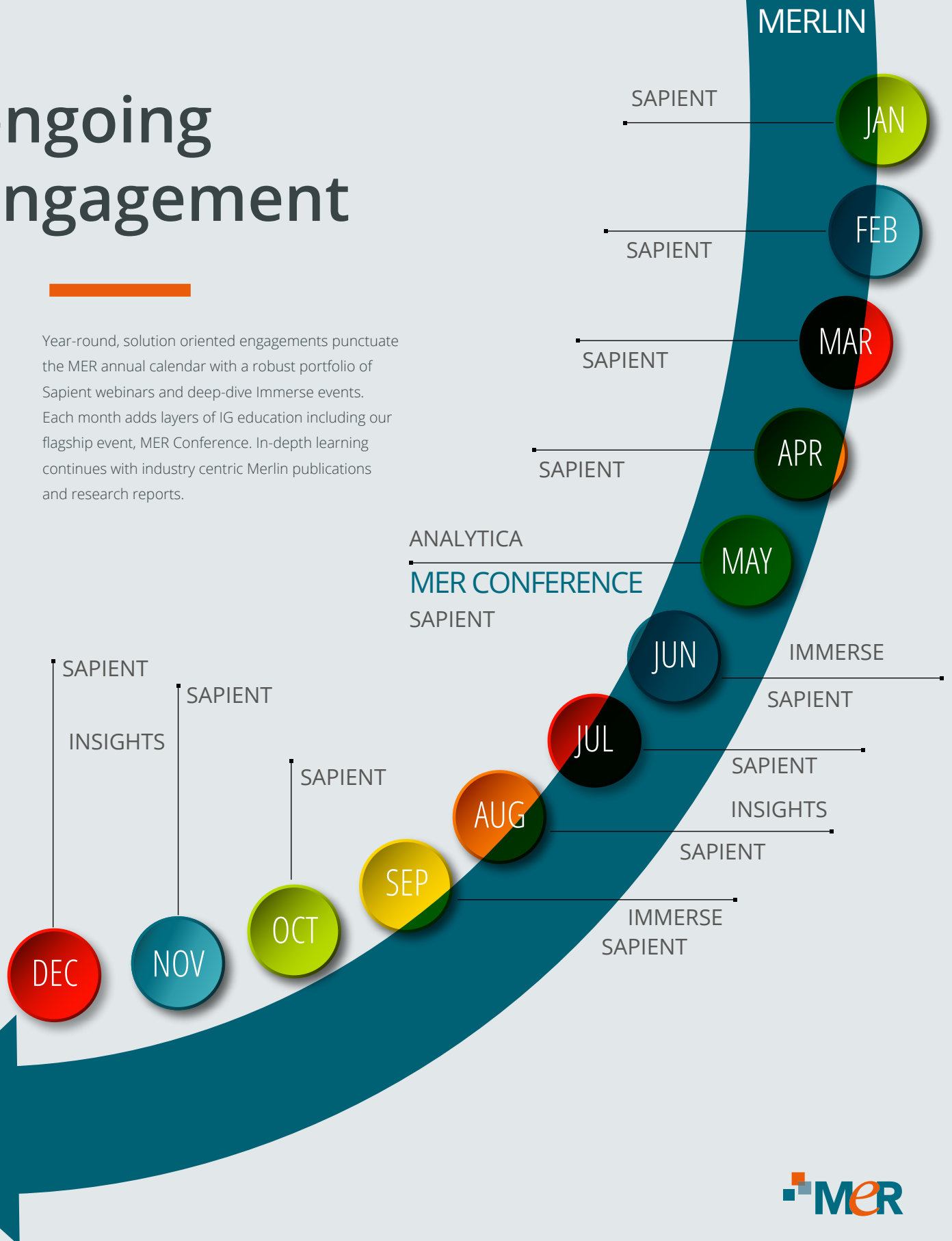Recently, MER is excited to introduce its newest product: **MER Merlin™**: industry-defining market research reports and custom thought-leadership content.

IG professionals and solution providers alike trust the MER brand for its integrity, highly relevant, non-commercial content. The MER community includes the best, brightest and most change-oriented leaders in the industry.

MER brings together progressive thinking IG leaders and influencers in the world of practicing Information Governance.

ongoing engagement

Year-round, solution oriented engagements punctuate the MER annual calendar with a robust portfolio of Sapient webinars and deep-dive Immerse events. Each month adds layers of IG education including our flagship event, MER Conference. In-depth learning continues with industry centric Merlin publications and research reports.

MERLIN

SAPIENT — JAN

SAPIENT — FEB

SAPIENT — MAR

SAPIENT — APR

ANALYTICA — MAY
MER CONFERENCE
SAPIENT

JUN — IMMERSE
SAPIENT

SAPIENT — JUL
INSIGHTS
SAPIENT — AUG

SAPIENT — SEP
IMMERSE
SAPIENT

SAPIENT — OCT

SAPIENT — NOV
INSIGHTS

SAPIENT — DEC

MER

the MER product suite

MER Conference | Immerse | Sapient | Merlin

1

"Outstanding on all levels!"

MER Conference attendee

MER Conference

Insight Delivered | Confidence Inspired

The flagship annual conference examines contemporary IG issues from the legal, technical and operational perspectives. The strategy for success is to facilitate connections amoung fellow IG professionals.

The MER Conference was founded in 1992 by industry icon, author, and consultant Robert (Bob) Williams. In 2017 the conference transitioned to the independent leadership of Seth Williams and Mike Salvarezza who continue to modernize format and expand the value offerings beyond the legendary 2 ½ day event. Under their leadership MER continues to grow in size, reach and scope.

The MER team shocked the industry almost doubling their reach with two very successful online conferences. Look for that expertise to make the 2022 face-to-face event in Indianapolis even better.

2

"Very well presented and to the point"

Sapient attendee

Sapient

Always Relevant | Consistently Focused

In its fourth year, Sapient is a series of IG oriented webinars bringing MER Conference quality speakers, topics and solutions to a 1-hour webinar format 35-40 times annually. Hosted by the MER, Sapient brings practical and much sought-after IG information to more than 5,000 attendees each year.

Questions? The MER Team is here to help.

MERCONFERENCE.COM

info@merconference.com

800.200.7667

3

"Real-world examples and role play were super helpful!"

Immerse attendee

Immerse

Intelligent Solutions | Business Focused

MER Immerse is a focused, intensive educational approach that takes the attendee on a deep dive into a specific area of Information Governance concern. It is unconstrained by a fixed format or the geographical limitations of a conference.

Immerse Online is a suite of educational on-demand modules delivered in a computer-based learning format. Designed by industry leaders and accredited experts, Immerse Online is focused on the essential components of Information Governance.

Immerse Live! creates opportunities to delve deeply into specific IG domains. Over the course of a few hours or days, Immerse Live! will bring IG content closer to the audience through a local approach to delivery.

4

"Maybe stories are just data with a soul."

Brené Brown

Merlin

Discerning Insights | Professional Perspectives

Merlin complements MER's year-round engagement activities with quarterly industry-defining market research reports and custom thought-leadership content. These forward-looking insights on the challenges and opportunities facing IG professionals is headed by thought-leader and industry analyst, John Mancini.

MER Conference 2022 | JW Marriott Indianapolis

Program

Tuesday | May 10

8:30-9:00 am	**IN PERSON + LIVESTREAM** **MER Conference - Opening Remarks** Seth F. Williams and Mike Salvarezza
9:00 -10:00 am	**IN PERSON + LIVESTREAM** **Opening Keynote: The Race to the Metaverse and Managing the Pitstops** Cohasset Associates: Carol Stainbrook, Darron Dickinson, Michael Haley, Megan Minick, Esq.
10:00-10:15 am	**BREAK**
10:15-11:15 am	**Augmented Reality and the 3D Document: New Dimensions (Literally!)** **in Records Management** Steve Weissman (Holly Group)
	Putting "Cloud First" First Again Reggie Pool, Esq. (HBR Consulting)
	IN PERSON + LIVESTREAM **The Annual State of Play: U.S. Case Law Update** Kenneth Withers, Esq. (The Sedona Conference®)
11:15-11:30 am	**BREAK**
11:30 am-12:30 pm	**Artificial Intelligence and Information Governance** Richard Medina (Doculabs)
	IN PERSON + LIVESTREAM **Mission Possible with IG: Create Shifting Culture through Governance and Collaboration** Angela Watt (AWatt Consulting)
	Ethics in a Chaotic World – Following a Moral Compass Michael Haley (Cohasset Associates), Megan Minick, Esq. (Cohasset Associates), Darron Dickinson (Cohasset Associates)

View detailed program and speaker information at **merconference.com**

Tuesday | May 10

12:30 - 2:00 pm	**LUNCH AND MER MIDDAY THOUGHT-LEADERSHIP**
12:40-1:25 pm	MER MIDDAY THOUGHT-LEADERSHIP **SPONSOR SPOTLIGHT OneTrust: The Privacy Evolution – Enabling Trusted Data Use** Reid Slider
1:05-1:50 pm	MER MIDDAY THOUGHT-LEADERSHIP **IG Re-Imagined: Does Past Inform IG Future?** John Isaza, Esq.
2:00-5:30 pm	**All You Need to Know About Information Governance in M365** Brian Tuemmler (Infotechtion LLC), John Mancini (Content Results), Peter Rahalski (Infotechtion LLC)
2:00-3:00 pm	IN PERSON + LIVESTREAM **Embracing Your Inner Captain: Women in IG Boldly Venturing into the Executive Ranks** Natausha Cruz Wilson, Esq. (Qualcomm Incorporated)
	Cybersecurity and IG Andrew Ysasi (VRC)
3:00 -3:15 pm	**BREAK**
3:15 - 4:15 pm	**Gardening Modern Collaboration Platforms** Donda Young (Helias Consulting LLC), Ann Snyder (IG Standard LLC), Angela Watt (AWatt Consulting), Susan Gleason (Withers Bergman LLP)
	IN PERSON + LIVESTREAM **Landing Your Information Governance Rover on Mars** Mark Diamond, (Contoural)
4:15 -4:30 pm	**BREAK**
4:30 - 5:30 pm	**How to Add Value to Your Organization with Information Governance** Michael Quartararo (ACEDS), Nick Inglis (IPRO), Kenya Parrish-Dixon, Esq. (Empire Technologies Risk Management Group), Jason Stearns (ARMA)
	IN PERSON + LIVESTREAM **Your Next Information Governance Scandal: (Mis)managing Electronic Messaging & Other New Forms of Media in the Age of COVID** Jason R. Baron, Esq., (University of Maryland), Galina Datskovsky, PhD. (OpenAxes), Philip Favro, Esq. (Innovative Driven)
5:45-8:00 pm	**RECEPTION: Indy's Hometown Ball Park, Victory Field**

Wednesday | May 11

8:30 - 9:15 am	**IN PERSON + LIVESTREAM** **RIM Is Dead. Long Live RIM** Kon Leong (ZL Technologies)
9:15 - 9:45 am	**BREAK**
9:45 - 10:45 am	**IN PERSON + LIVESTREAM** **Data Security 101 for Information Managers** Bill Tolson (Archive360)
	Information Governance for Voice and Video Richard Medina (Doculabs), Jay Blazensky (LivePerson)
	When Privacy Goes Public: The Latest in the New Wave of U.S. Data Privacy Laws Reena Bajowala, Esq. (Ice Miller), Martin Tully, Esq. (Redgrave LLP)
10:45 - 11:00 am	**BREAK**
11:00 am-12:00 pm	**IN PERSON + LIVESTREAM** **Defining "Reasonable Security Measures" When it Comes to Data Protection** Chris Cronin (Halock Security Labs)
	Mind the Gap: Information Governance and Accountability in AI Systems Julia Brickell, Esq. (Julia Brickell, Esq.), Bruce Hedin, PhD. (Hedin B)
	Rethinking RIM for Data Minimization. Are You Ready? Priya Keshav (MERU Data)
12:00 - 1:30 pm	**LUNCH AND MER MIDDAY THOUGHT-LEADERSHIP**
12:10-1:55 pm	**MER MIDDAY THOUGHT-LEADERSHIP** **"I Love My Organization's Records Policies," Said No One** Lewis Eisen, Esq. (Perfect Policies)
12:40-1:25 pm	**MER MIDDAY THOUGHT-LEADERSHIP** **The State of IG – Never Going Back vs. Skyrocketing Forward** Sandy Serkes (Valora Technologies)

Wednesday | May 11

1:30 - 2:30 pm	**It Is 10:00 PM. Do You Know Where Your Company's Crown Jewels Are? Does Someone Else? Trade Secrets as an Information Asset** Robert Milligan, Esq. (Seyfarth Shaw LLP), Russell Beck, Esq. (Beck Reed Riden LLP), John Marsh, Esq. (Bailey Cavalieri LLC)
	IN PERSON + LIVESTREAM **The New Realities of M365 Governance** John Mancini (Content Results LLC)
1:30 - 5:00 pm	**When Data Is Held Hostage: A Tripartite Workshop on Best Practices for Preventing, Responding to, and Recovering from a Ransomware Attack** Serge Jorgensen (Sylint Group), Michael Alford (FBI Indianapolis), Al Saikali, Esq. (Shook, Hardy & Bacon, LLP), Martin Tully, Esq. (Redgrave LLP), Jonathan Wilan, Esq. (Baker McKenzie)
2:30 - 2:45 pm	**BREAK**
2:45 - 3:45 pm	IN PERSON + LIVESTREAM **Case Study: Cummins - What a Difference a Decade Makes** Charley Barth (Cummins Inc.), Shukra Kichambare (Cummins Inc.)
	Records Without Corners – Do You Know What Your Records Are? Carol Stainbrook (Cohasset Associates), Teresa Drabenstadt (Cohasset Associates)
3:45 - 4:00 pm	**BREAK**
4:00 - 5:00 pm	IN PERSON + LIVESTREAM **Cacophonies of Collaborative Chaos: Managing Non-traditional Forms of ESI Stemming from Video Conferencing and Third-Party Collaboration Platforms** Tara Emory, Esq. (Innovative Driven)
	Pump Up Your Records Preservation in MO365 Mike Quinn (Preservica), Lori Ashley (Tournesol Consulting, LLC), John Mancini (Content Results LLC)
5:00-6:30 pm	**RECEPTION: JW Marriott**

Read about the JW Marriott, the MER Conference 2022 venue

at **merconference.com**

Thursday | May 12

8:30 - 9:30 am	**IN PERSON + LIVESTREAM** **Professional Development for the Information Professional** Jesse Wilkins (Athro Consulting)
	Exploring Strategic Career Outcomes of Certification Cheryl Pederson (ICRM), Andrew Ysasi (VRC), Patricia Franks, PhD. (San Jose State University / School of Information), Jason Stearns (ARMA), Maribel Rivera (ACEDS)
	IG Does Not Stand For "In Google": Understanding and Navigating Records Management and eDiscovery in the G-space Mira Edelman, Esq. (DISH), Tim Hood, Esq. (Redgrave LLP)
9:30 - 9:45 am	**BREAK**
9:45 - 10:45 am	**PANEL DISCUSSION: Federated Information Governance** Richard Medina (Doculabs), Matt McClelland (MetLife), Lisa Weakley (Excellus Heath Plan), Megan VanLeeuwen (Ameren)
	Hiding in Plain Sight; Using Artificial Intelligence to Manage Your Information Governance Program David Gould (EncompaaS)
	Driving the Connection Between Information Governance and eDiscovery Nick Inglis (IPRO), John Isaza, Esq.
10:45 - 11:00 am	**BREAK**
11:00 am-12:00 pm	**IN PERSON + LIVESTREAM** **CLOSING KEYNOTE: From Combat to Congress, from the Pentagon to the Board Room; Lessons Learned from Influencing Decision-makers to Do the Right Thing** Patrick Murphy, Esq. (Ankura Consulting)
12:00 - 12:15 pm	**IN PERSON + LIVESTREAM** **MER Conference 2022 Closing Remarks**

Post-Cons

Thursday | May 12

1:00 - 5:00 pm	**ICRM Exam Preparation: Certified Records Analyst (CRA) – Introduction and Parts 2, 3 & 4**
1:00 - 5:30 pm	**IG Policy Drafting and Wording Workshop** Lewis Eisen, Esq. (Perfect Policies)

Friday | May 13

8:00 am - 12:00 pm	**ICRM Exam Preparation: Certified Records Manager (CRM) - Parts 1, 5 & 6**
12:00 - 1:00 pm	**BREAK**
1:00 - 5:00 pm	**ICRM Exam Preparation: Certified Records Manager (CRM) Part 6 Written Case Study**

our core team members

Seth F. Williams
President

Seth is ridiculously infatuated with creating and delivering value claiming, "It's not about us getting better. We have to help make the IG community better!"

Chris Glatz
VP Operations & Vendor Relations

The combination of Chris' knowledge of the industry and her meeting planning background provide a valuable asset to the overall operations of the MER.

Mike Salvarezza
VP Content Development

Mike provides key insight and expertise in the areas of Information Governance and is responsible for creating a relevant and compelling MER experience.

John Mancini
Industry Analyst | Merlin

John is a well-known author, speaker, and advisor on digital transformation, information management, and intelligent automation.

more awesome team members

Lynn Williams
Speaker Concierge

Veronica Kelly
Registrar

Shelley Martin
Implementation Manager

Terre Britton
Social Media & Analytics

Pam Hamilton
Art Director

John Pecak
Video Production

PLATINUM

ZLTECH

SILVER

OneTrust

SILVER

shinydocs

SILVER

VRC

BRONZE

EncompaaS

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ARCHIVE360

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for the MER community.

MeR