CFCA Fall Educational 2024

15 – 17 October 2024

AT&T Forum, 601 New Jersey Ave NW, Washington, D.C.

Sponsored By

N.B. This agenda is subject to change, including timing of presentations, presenters, and topics.

Tuesday 15 October 2024

ITG Meeting – For ITG Members Only

INDUSTRY TRACEBACK GROUP

Agenda sent out to registered ITG Members

Tuesday Evening Activity – **ITG & CFCA.**

***All ITG and CFCA attendees are welcome**.

Time	Host	Event Session
6:00-9:00pm	**Alamo Drafthouse** 630 Rhode Island Avenue NE, Washington DC, 20002 ALAMO DRAFTHOUSE CINEMA	**Join us for an evening of:** **Networking** **&** **CFCA Awards Ceremony** CFCA LIFETIME ACHIEVEMENT CFCA HALL OF FAME **Film – The Beekeeper**

The Communications Fraud Control Association (CFCA) and its members meet to discuss the identification of, and methods of combatting, fraud. We avoid discussion of any topic that could in any way lead to, or be perceived as leading to, an action intended to fix or regulate prices; a boycott; the distribution of markets; or any other matter that would be a violation of state or federal law.

Tuesday Evening

CFCA LIFETIME ACHIEVEMENT

CFCA HALL OF FAME

Join us for an evening of networking, refreshments and film…

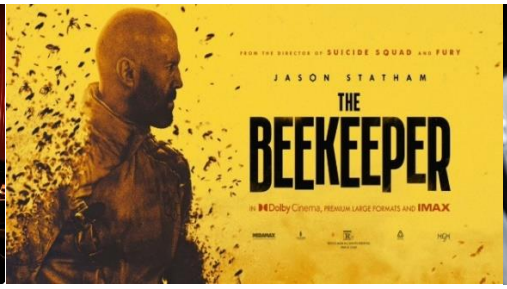
ALAMO DRAFTHOUSE CINEMA

The Beekeeper is a 2024 American action thriller film directed by David Ayer and written by Kurt Wimmer . When his kind-hearted landlady commits suicide after falling victim to a phishing scam, former "Beekeeper" operative Adam Clay sets out on a brutal campaign for revenge upon those responsible.

The film stars Jason Statham, Emmy Raver-Lampman, Josh Hutcherson, Bobby Naderi, Phylicia Rashad, Jemma Redgrave and Jeremy Irons

The 2024 CFCA Lifetime Achievement and CFA Hall of Fame Awards will take place at this evening event

Join us for this rewarding event - 6pm – 9pm



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Wednesday 16 October 2024

Time	Speaker/Presenter	Event Session
8:00am	**Registration**	
8:30-8:45am	**Opening of CFCA Fall Educational Event** **Steve Schwed –** CFCA President	
8:45- 9:15am	**Jim Tyrrell –** VP Global Product Strategy 	**How Call Authentication and Spoof Protection Technology is Restoring Trust in the Voice Channel?** Businesses are often unaware they have been the victim of scams such as call number spoofing until it is too late and their reputation has been damaged, customers are defrauded, and trust has been eroded. This webinar explores a real-world deployment of branded calling, call authentication and spoof blocking technology by a financial services company with data insights that highlight how it is contributing to fraud prevention within the voice channel.
9:15-9:45am	**Ryan Ganji –** VP of Strategy **And** **John Amein –** SVP 	**Defending Against Emerging Fraud Threats: Key Lessons and Future Strategies for Telcos** In the AI era, telcos face advanced fraud attacks from organized crime rings, leading to revenue losses and identity theft. This session will spotlight industry practices, including insights from implementations with financial services leaders and strategies to outpace fraudsters. We'll cover: • Identity Verification and Authentication: Examine how companies are tackling identity fraud, account takeovers, and data security, with updates since our CFCA Spring talk and best practices from financial services. • Gaps and Challenges: Identify gaps in telcos' fraud prevention efforts and opportunities for improvement. • Future Trends and Strategies: Discuss emerging trends and strategies to stay ahead of sophisticated fraud tactics including AI deepfakes and injection attacks. Join us to gain essential insights and tools for effective fraud prevention now and in the future.
9:45-10:15am	**Jaime Zetterstrom –** VP of Product Management **and** **Chris Wendt –** VP Systems Engineering 	**Case Study: What's Next for Trust in Telephone Numbers** Join telecom industry leaders and experts as they demonstrate and explain a use case of the next evolution of STIR/SHAKEN. This panel will explore current developments within U.S, with a special focus on ongoing discussions at the IETF (Internet Engineering Task Force). Key topics such as transparency, verification, RTU and overall privacy will be in the forefront of this discussion. Discover the next advancement — Vesper token2 (VErifiable STI PERsona) — and learn how extending claims and proofs within the existing telecom framework can enhance trust in calling.
10:15-10:45am	**Networking Break**	

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Time	Speaker/Presenter	Event Session
10:45-11:15am	**Terrence Radl** – Fraud, Credit and Collections Strategy Manager uscellular **Jason Lane-Sellers** – Director of Fraud and Identity Strategy LexisNexis® RISK SOLUTIONS	**Fraud Trends Exposed: How the Communications Industry is confronting evolving threats** In today's rapidly evolving digital landscape, the communications industry faces the highest rates of fraud attacks, driven by unique challenges and emerging threats. This session will delve into why this sector remains particularly vulnerable, offer actionable insights for staying ahead of fraud trends, and feature a real-world experience from a client who is successfully navigating these challenges. Hear firsthand how they've tackled fraud and adapted their strategies to protect their operations.
11:15-11:45am	**Chris Lowe -** VP Equinox Support **and** **David Bastin -** VP Software Engineering EQUINOX Information Systems	**Charting a Path to Success** Navigating the constant tide of technological change, compliance challenges, market shifts, mergers, acquisitions, and customer churn in the telecommunications industry often feels like you're merely treading water or struggling to stay afloat. While surviving is necessary for sure, it's too often the default, and it can lull you into engaging auto pilot. In contrast, thriving thinks about and plans for the future. It's based on realistic, measurable goals. Best of all though is that thriving is almost always easier than surviving! This session explores strategies for thriving in the telecommunications industry, explains its importance, and outlines its benefits.
11:45-12:15pm	**Christopher Tennyson –** Director of Product Marketing Kount® An Equifax Company	**Saving revenue: Protecting and recovering revenue at all stages of the payment fraud ecosystem** What does complete end-to-end protection look like to you? It should entail a strategy to defend as much revenue as possible AND recover revenue in cases of unpreventable chargebacks. And if that's not what you envisioned, it's time to rethink the way you approach chargebacks. Today's fraud ecosystem is charged with a variety of threats — from unauthorized transactions to fulfillment errors and beyond. You need a plan of action that accounts for all the challenges you face. In this session, we'll show you how to build a complete chargeback strategy using Equifax's suite of fraud and chargeback products. You'll learn how to fight for what's rightfully yours, how to prevent ongoing threats, and how to remain competitive in an ever-evolving industry.
12:15-1:15pm	**Lunch & Networking Break**	

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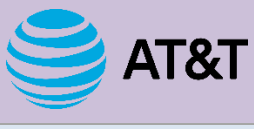
Time	Speaker/Presenter	Event Session
1:15-1:45pm	**Gabriel Medema –** Fraud Risk Manager, VP	**Telecommunications Abuse Automation: "Doing" the work in your sleep!** U.S. Bank has developed several automated approaches to approaching an otherwise manual way of attacking telecommunications abuse that allows both banks and their telecommunications partners to work data at scale, shorten reaction times by large margins, and architect a way for new data streams and partners to easily feed and consume data. When we work from an automated first approach we can easily move to proactive instead of reactive. I'll be showing two to three ways of automating text and voice abuse data from both internal and external sources using low-code citizen-developer tools that allow any analyst in your organization to develop and architect the solutions needed. We'll show how to ingest data from millions of clients in a structured way and how to work with however many vendors you have to share that data.
1:45-2:15pm	**Gerry Christensen –** Head of Partnerships and Regulatory Compliance	**Disrupting Spoofing and Brand Impersonation: Learn how to Identify Potential Fraud over the Voice Channel for Banks** Legacy voice communications remain an important part of banks' efforts to prevent fraud and protect customers' financial information. Despite the advent of OTT-based apps, legacy voice communications remain a key customer contact channel. However, robocall-related issues, such as call blocking and adverse phone screen labelling, continue challenging client engagement. Consumer distrust negatively impacts call answer rates due to bad actors engaging in brand impersonation and phone number spoofing. In this session, Gerry Christensen will share what he has learned about technologies, tools and techniques for identifying potential fraud over communications channels as well as monitoring for regulatory compliance including TCPA and the FTC TSR. Discussion Topics: • What are the technologies, tools and techniques? • What forms of communications fraud are detected? • How does this framework identify regulatory issues? • What form of notifications and disruption options are available? • What forms of identity verification are involved with KYC? • What do enterprises need to do to realize these benefits?
2:15-2:45pm	**Adam Panagia –** Director Global Fraud Management 	**Combatting Mobile-Initiated Fraud, Abuse, and Misuse** Mobile-originated (MO) fraud and abuse using SIM gateways is a global challenge with profound implications for individuals, businesses, and governments. This presentation provides an overview of the problem, including its causes, consequences, and potential solutions. Fraud detection case studies and best practices will be reviewed and discussed.
2:45-3:15pm	**BREAK**	

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Time	Speaker/Presenter	Event Session
3:15-3:45pm	**Philippe Millet** – Founder and Chairman One Consortium Hosted by i3Forum **Linda Vandeloop** – AVP External Affaris/Regulatory AT&T **Stacy Graham** – Trust and Assurance Policy Director sinch	**Trust in Communications, identifying solutions to what has become a global epidemic** Updates and plans from the Restore Trust initiative, One Consortium and GIRAF. What is this industry doing to make sure that our customers start picking up the phone (or answering SMS) again? What will our contribution be to the fight against spam and scams? What do we need to succeed – and why do we need to engage with telecom regulators globally?
3:45-4:30pm	**Kevin Rupy -** Partner wiley **Yaron Dori -** Partner COVINGTON	**Robo Regulation Roundup – Annual Recap of Regulatory & Enforcement Developments, and a Look at What Lays Ahead.** Over the course of the last year, there have been several important regulatory and legal developments related to the issue of robocalls and robotexts. These include targeted regulatory proceedings at the FCC, important changes to the TCPA, increased federal and state enforcement actions, and notable proposed rulemakings. There has also been a noticeable focus at the federal and state level on the artificial intelligence and how it may factor into the robocall and robotext landscape. As we approach the five-year anniversary of the TRACED Act, this panel will provide attendees with a concise overview of these developments, and what may be in store in the year ahead in the ongoing battle against illegal and unwanted robocalls and robotexts.
4:30-5:00pm	**CFCA Board of Directors** CFCA	**KNOWledge Network**

Wednesday Evening Activity

Time	Host	Event Session
6:00-9:00pm	**THRōW Social** 1401 Okie St. NE STE #102 Washington, D.C. 20002 THRōW SOCIAL	**Join us for an evening of networking and games.**

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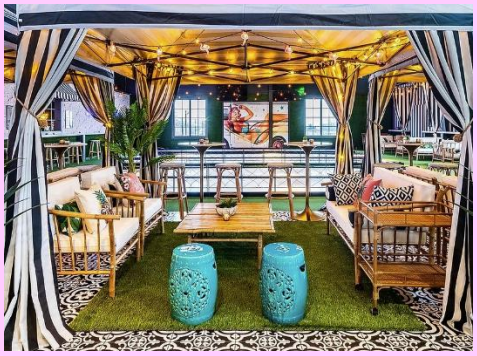
Wednesday Evening

Join us for some Tropical Excitement!

THRōW Social D.C.

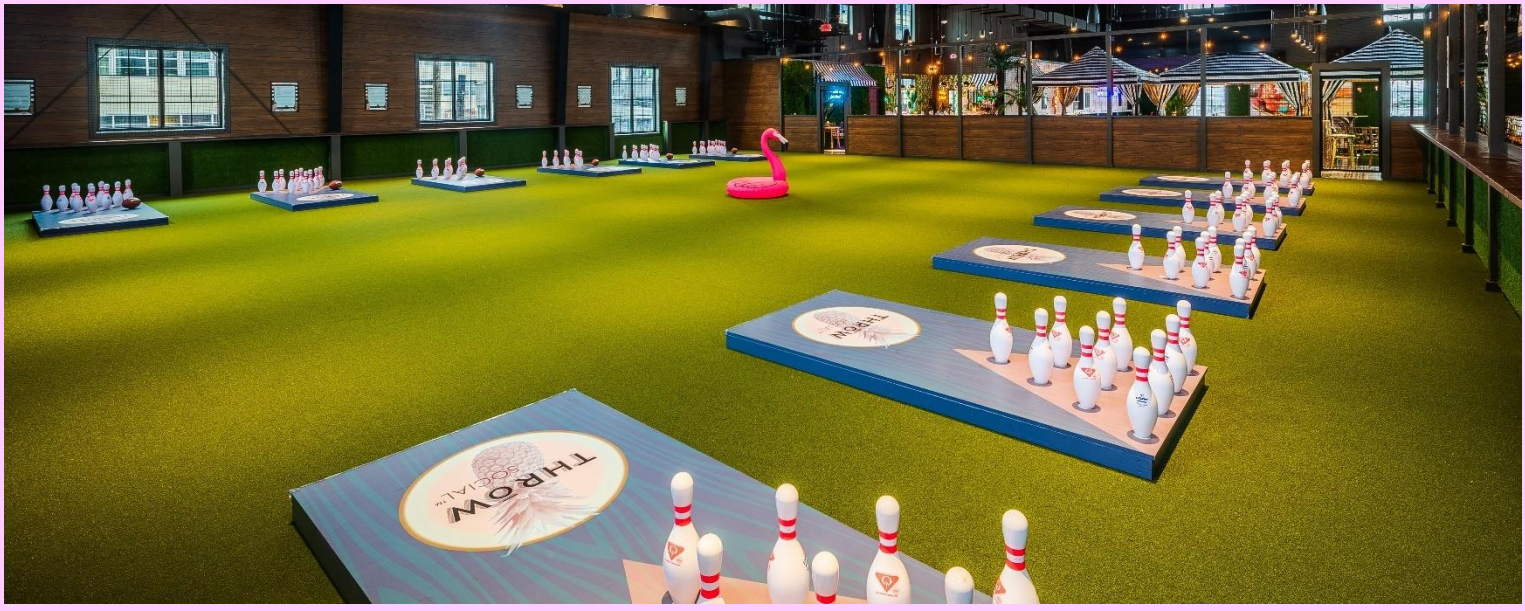
Join us between 6:00 - 9:00pm

1401 Okie St. NE STE #102 Washington D.C., 20002



THRōW is a social venue with a tropical vibe that combines ‘backyard-style' games with food & libations. Good playful fun with colleagues and an opportunity to network and socialize.

After a full days packed agenda, what better way to end the day than some friendly competition, some great food, cool refreshments and to discuss the days’ activities with colleagues



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Thursday 17 October 2024

Time	Speaker/Presenter	Event Session
8:00am	**Breakfast**	
8:30-8:45am	**Morning Announcements**	
8:45-9:15am	**Jonathan Nelson –** Director of Product Management	**Combating enterprise-targeted impersonation and social engineering scams with real-time data and insights.** Enterprises (and entire industries) are struggling to combat 3rd party impersonation and social engineering scams. Loss estimates are staggering – impersonation scams totaled more than a billion dollars in losses in 2023. As an analytics provider, Hiya has significant insights into the methods and trends of these scammers, covering brand impersonation and call spoofing - often accompanied by explicit user-generated comments about scam attempts. Hiya will share some data insights from our unique perspective, and discuss some ideas about how the industry can work with analytics providers to combat this problem.
9:15-9:45am	**Micah Semon –** AVP, Security Staff Manager	**Disruption Through Collaboration: How Financial Institutions Work Together and The Benefits of Enhanced Cross-Industry Collaboration.** Criminals work together and we should, too. A discussion around how financial institutions were able to successfully disrupt a criminal ring using spoofed calls to target victims at multiple institutions by leveraging ITG call traceback data. This disruption underscores the value in sharing threat intelligence and how additional cross-industry collaboration will continue to drive us towards our mutual goal of disrupting criminals that exploit the telecommunications ecosystem to scam consumers.
9:45-10:30am	**Gabe Daigle -** Lead Investigator Global Security & Investigations **Craig Sluiter -** Senior Organized Crime Manager **and** **Larry Smith –** Senior Organized Crime Manager	**Cell Phones, The International Currency of Crime** How cell phones (iPhones, in particular) have become the currency of criminal organizations, what they support, where they end up, along with a high-level case review from carrier operations, Cash Out and Fish On.

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10:30-11:00am	**Networking Break**	
11:00-11:30am	**Allyson Blevins** sinch	**Dialing into Numbering News & Regulatory Updates** Join an in-depth discussion on the latest developments in telecommunications numbering and regulatory frameworks. We will explore current trends, policy changes, and key issues affecting numbering resources and their management. Valuable insights will be gained into how regulatory decisions are shaping the future of telecommunications, ensuring compliance, and driving innovation in the industry.
11:30-12:00pm	**Shashank Reddy –** CTO MOBIUS	**OTT Voice Bypass Controls** OTT Voice Bypass over WhatsApp and Viber can be precisely identified and blocked using specialized DPI controls. An average of 10% of ALL WhatsApp voice calls are identified as Bypass Fraud, if an Operator can successfully detect these events and block them from occurring, then there is a significant opportunity to recover revenue (i.e. $30,000 / day!) and increase International Traffic by 15+%. Let us share our experience to educate the audience on how OTT Voice Bypass works, how it can be prevented and why an MNO should focus on this.
12.00-12:30pm	**Charlene Gorter –** VP Specialist – Information Security Engineer **And** **Dave Nardo –** SVP Fraud Operations Executive BANK OF AMERICA	**Reducing Bank Account takeovers through partnership: One Banks Example of Success** Problem Statement: Threat Actors generate millions of interactions per year engaging our Bank Employees leading to unnecessary operational expense, increased complaints, fraud losses and loss of confidence and trust of our clients. - This session details a new process that enables Bank of America to partner with the telecom industry to identify and remove bad actors from the ecosystem. - Initial results from this partnership indicate a 68% reduction in threat actor call volume
12:30-1:00pm	**CFCA Board of Directors** CFCA	**KNOWledge Network**
1:00-1:15pm	**Steve Schwed –** CFCA President CFCA	**Fall Educational Event Closing Remarks**

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Thanking our Host

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