



# MRC Vegas 2015 –AGENDA



| Monday, 23 March – Pre conference day |   |                         |
|---------------------------------------|---|-------------------------|
| 1:30 p.m. – 5:30 p.m.                 | Workshop – Fraud 101  | Workshop – Payments 101 |
| 6:00 p.m. – 8:00 p.m.                 | Platinum Party <span style="float: right;">Sponsored by <b>JUMIO</b></span> |                         |

| Tuesday, 24 March – Platinum Day (MRC Members Only)  |   |  |  |   |               |                 |
|--|---|--|--|---|---------------|-----------------|
| 7:30 a.m. – 9:00 a.m.                                | Breakfast   |  |  |   |               |                 |
| 8:00 a.m. – 8:45 a.m.                                | <b>Recognizing Your Customer: The Future of KYC</b><br>John Long & Blaise Peters, Sears   | <b>How to Leverage the Tools and Intelligence from IC3 and NCFTA to Educate your Staff and Consumers</b><br>Donald Codling, Catapult Consultants | <b>Data Security: How Does a Merchant Protect Their Brand?</b><br>Ryan Maher & Rick Vadagma, Vistaprint  |   |               |                 |
| 8:45 a.m. – 9:00 a.m.                                | Break   |  |  |   |               |                 |
| 9:00 a.m. – 9:15 a.m.                                | <b>Opening Remarks</b>  |  |  |   |               |                 |
| 9:15 a.m. – 10:15 a.m.                               | <b>Platinum Keynote Speaker – Shane Harris</b>  |  |  |   |               |                 |
| 10:15 a.m. – 10:45 a.m.                              | Beverage Break  |  |  |   |               |                 |
| <b>Discussion Groups/Roundtables – Merchant Only</b> |   |  |  |   |               |                 |
| 10:45 a.m. – 12:15 p.m.                              | <b>Physical</b>   | <b>Digital</b>   | <b>Gaming</b>  | <b>Travel</b>   | <b>Global</b> | <b>Payments</b> |
| 12:15 p.m. – 1:30 p.m.                               | Lunch   |  |  | <b>Merchant Focus Group - ThreatMetrix.</b>   |               |                 |
| 1:30 p.m. – 2:15 p.m.                                | <b>Manual Review Best Practices: Learnings from Peak Buying Times in 2014</b><br>Tom Donlea, Whitepages PRO; Jim Houlihan, Orbitz; Bernard McManus, Western Union; Markus Bergthaler, MRC; Jennifer Sessler, MaxMind; | <b>Alternative Payment Methods in Europe</b><br>Matthias Hoffmann, Adidas  | <b>Account Takeovers in a Closed Loop Environment</b><br>Jennifer Fogarty, Cars.com  | <b>EMV – What Does it Mean to Me?</b><br>Jane Cloninger & David Whitelaw, Edgar, Dunn & Co.                   |               |                 |
| 2:15 p.m. – 2:25 p.m.                                | Break   |  |  |   |               |                 |
| 2:25 p.m. – 3:10 p.m.                                | <b>3D Secure: Development &amp; Deployment Strategies</b><br>Rick Ziolkowski, Amtrak & Alasdair Rambaud, CardinalCommerce   | <b>Managing Merchant Risk in Europe</b><br>Peter Bayley, Visa Europe   | <b>Internal Tools to Make Fraudsters SCRAM!</b><br>Richard Barbieri & Tara Mitchell, Etsy  | <b>Bitcoin: Pixel Dust or Currency</b><br>Nathalie Reinelt, Aite Group  |               |                 |
| 3:10 p.m. – 3:20 p.m.                                | Break   |  |  |   |               |                 |
| 3:20 p.m. – 4:05 p.m.                                | <b>Card Issuers, Collaboration and Customer Experience: Case Study Results</b><br>Michelle Brisby, Sephora & Jason Howard, Ethoca   | <b>New Research: Fighting Fraud in a Fragmented, Fast-Changing Global Payments Landscape</b><br>Floris de Kort, Worldpay                         | <b>Rules, Statistical Model or an ensemble of models – Are the techniques better alone or together?</b><br>Michelle Ryan, Greyhound & Kristin Hoyne Gomes, Accertify | <b>How LinkedIn Leverages Data to Build Scalable Payments Strategy</b><br>Chi-Yi Kuan & Karan Ahuja, LinkedIn |               |                 |
| 4:05 p.m. – 4:15 p.m.                                | Break   |  |  |   |               |                 |
| 4:15 p.m. – 5:00 p.m.                                | <b>Future of Chargebacks</b><br>Timothy Hopkins, MasterCard   | <b>Going Global: Accepting Local Forms of Payment</b><br>Michelle Chernyavsky & Maruicio Comi, Facebook and Kamran Zaki, Adyen                   |  | <b>Digital Products: Controlling Fraud and Operational Costs</b><br>Christopher Uriarte, Vesta                |               |                 |

**Members Only – Restrictions Apply**



| Tuesday, 24 March – Open to All Attendees |  |   |
|---|--|---|
| 4:15 p.m. – 5:00 p.m.                     | Ignite Session (Exhibitor Preview) – Fraud | Ignite Session (Exhibitor Preview) – Payments |
| 5:00 p.m. – 7:00 p.m.                     | Welcome Reception – Exhibit Hall Opening   |   |

| Wednesday, 25 March – General Conference Day 1           |   |  |  |   |   |
|--|---|--|--|---|---|
| 8:00 a.m. – 9:00 a.m.                                    | Breakfast   |  |  |   | <b>Workshop - Fraud 201</b><br>(8:00 a.m. – 12:00 p.m.) |
| 9:00 a.m. – 9:30 a.m.                                    | Opening Remarks   |  |  |   |   |
| 9:30 a.m. – 10:30 a.m.                                   | <b>Keynote Speaker – Daymond John</b>   |  | Sponsored by:<br>Digital River <sup>®</sup><br><small>World Payments</small>   |   |   |
| 10:30 a.m. – 10:50 a.m.                                  | Beverage Break  |  |  |   |   |
| 10:50 a.m. – 11:35 a.m.                                  | <b>Building your Best Fraud Team in an EBIT Obsessed World</b><br>Tim Russo, cleverbridge, Markus Berghaler, MRC; Brigette Korney, Groupon; Grit Rühling, insparx | <b>Results of the 2015 Survey on the Use of Consumer Authentication in eCommerce</b><br>Tara Lavelle, CardinalCommerce | <b>A Credit Card Walks into a Bar</b><br>Klas Back, BrainTree & Justin Woo, PayPal   | <b>Data Breaches and the Evolution of Fraud</b><br>Ryan Wilk, NuData Security   |   |
| 11:35 a.m. – 11:45 a.m.                                  | Break   |  |  |   |   |
| 11:45 a.m. – 12:30 p.m.                                  | <b>By the Numbers: Data Driven Approach to International Expansion</b><br>Souheil Badran, Digital River World Payments  | <b>Merchant Management in the High-Tech Era</b><br>Amelia Childress & Melissa Strait, Square                           | <b>PCI in an EMV Chip World: Increasing Security &amp; Reducing Fraud</b><br>Stephen Orfei, PCI Security Standards Council     | <b>Realizing Frictionless Commerce – Benchmarking &amp; Best Practices</b><br>James Ray, Chase Paymentech   |   |
| 12:30 p.m. – 1:45 p.m.                                   | Lunch   |  |  |   |   |
| 1:45 p.m. – 2:30 p.m.                                    | <b>Shock to the System: The New Normal for eCommerce after Data Breaches</b><br>Bill Cohn, Vantiv; Kevin Salerno, ConstantContact; Brodrick Williams, HSN         | <b>FX Operations</b><br>Mark Gerban, Innogames; Stuart Mann, Accertify;  | <b>The Fraud Tsunami is Here: A 101 Guide for Online Retailers Ahead of the EMV Implementation</b><br>Michael Reitblat, Forter | <b>The Online Payment Journey</b><br>Kevin Dallas, Worldpay   |   |
| 2:30 p.m. – 2:40 p.m.                                    | Break   |  |  |   |   |
| 2:40 p.m. – 3:35 p.m.                                    | <b>Lessons Learned in Preventing Fraud for a New Subscription Product at AOL</b><br>Umesh Chhatre & Jay Matthews, AOL   | <b>The Potential of New ACH Options for Merchant Payments</b><br>Peter Ehmke, Edgar, Dunn & Co.                        | <b>EMV, Encryption and Tokenization: Preventing Fraud with Layered Security</b><br>Cathy Medich, EMV Migration Forum           | <b>Omnichannel, Multichannel, Cross-channel... It's All About the Customer Experience</b><br>Greg Burch, Ingencio; Scott Adams, Riot Games; Malcolm Nunes, Home Depot |   |
| 3:35 p.m. – 3:55 p.m.                                    | Beverage Break  |  |  |   |   |
| 4:00 p.m. – 5:00 p.m.                                    | <b>Keynote Speaker - Bob Arno</b>   |  | Sponsored by:<br>Digital River <sup>®</sup><br><small>World Payments</small>   |   |   |
| 5:00 p.m. – 7:00 p.m.                                    | Networking Party  |  |  |   |   |
| <b>Workshop – Chargebacks</b><br>(1:00 p.m. – 5:00 p.m.) |   |  |  |   |   |



| Thursday, 26 March – General Conference Day 2 |  |  |  |   |
|---|--|--|--|---|
| 8:00 a.m. – 9:00 a.m.                         | Breakfast  |  |  |   |
| 9:00 a.m. – 9:45 a.m.                         | <b>Is Fear of Change Letting the Fraudsters Win?</b><br>David Divitt, Alaric, an NCR Business                          | <b>Security Beyond Compliance</b><br>Bob Lowe, Shift4 Corporation  | <b>The F Word: The New Doctrine in Fighting Fraud and Friction</b><br>Uri Rivner, BioCatch   | <b>Big Data/Machine Learning</b><br>Justin Hobart, Microsoft; Hui Wang, PayPal; Julie Conroy, Aite Group; Nuno Sebastiao, Feedzai |
| 9:45 a.m. – 9:55 a.m.                         | Break  |  |  |   |
| 9:55 a.m. – 10:35 a.m.                        | <b>Fighting the Good Fight: Prepaid Card Fraud (And What We Can Do About It)</b><br>Lori Breitzke, E&S Consulting, LLC | <b>Beyond Device ID: Using Digital Identification to Reduce Fraud</b><br>Carmen Honacker, ThreatMetrix & Pete Zeigler, TripAdvisor | <b>Compromising POS: A Live Hack Demo</b><br>Brandon Benson, SecurityMetrics   | <b>Bitcoin 101</b><br>Akif Khan, Bitnet Technologies  |
| 10:35 a.m. – 11:35 a.m.                       | <b>Exhibit Hall Only Hour</b>  |  |  |   |
| 11:35 a.m. – 12:15 p.m.                       | <b>Using a Predictive Model to Reduce Manual Review</b><br>Tabitha Stang, cleverbridge                                 | <b>When Compliance Comes to Retail</b><br>Aaron Press, LexisNexis  | <b>Payment Data and Leveraging Multiple Payment Providers</b><br>Michelle Chernyavsky, Facebook; Trevor Nies, Microsoft; Jing Yang, Expedia; Jason Pavona, Pazien; | <b>Bitcoin 201</b><br>Akif Khan, Bitnet Technologies  |
| 12:15 p.m. – 1:45 p.m.                        | <b>METAwards Lunch – featuring live entertainment</b>  |  |  |   |
| 1:45 p.m. – 2:30 p.m.                         | 2014 MRC Global Fraud Survey Results   |  |  |   |
| 2:30 p.m. – 2:40 p.m.                         | Break  |  |  |   |
| 2:40 p.m. – 3:20 p.m.                         | <b>Friendly Fraud</b><br>Monica Eaton-Cardone, Chargebacks911  | <b>Mobile Device Location – Effective Fraud and False Positive Prevention</b><br>Walter Beisheim, TeleCommunication Systems Inc.   | <b>Omni Channel: From Aspiration to Reality</b><br>Bob Koscheski, ACI  | <b>What Merchants Should Know About Upcoming Chargeback Rule Changes</b><br>Aashish Bhargava & Andre Machicao, Visa               |
| 3:20 p.m. – 3:30 p.m.                         | Break  |  |  |   |
| 3:30 p.m. – 4:30 p.m.                         | <b>Closing Plenary – Comedian Don McMillan</b>   |  |  |   |
| 4:30 p.m. – 6:00 p.m.                         | Closing Reception  |  |  |   |