

WE FIGHT FRAUD LIVE

2021

THE NEW WORLD THROUGH CRIMINAL EYES

Proudly supported by



The Only Live Global Event
which helps you
**UNDERSTAND THE CRIMINALS
WHO THREATEN YOUR BUSINESS**

APRIL 28TH 2021

*"Until you've seen the world through
the eyes of a criminal, how can you
anticipate their next move?"*

Tony Sales, WFF



WE FIGHT FRAUD
and all financial crime

A UNIQUE AND IMPORTANT ONLINE EVENT

As the world faces its "biggest peacetime challenge" with Covid-19, businesses have never been more under threat. Cracks and vulnerabilities have appeared in otherwise effective security procedures. Criminals have quickly adapted to exploit these new opportunities to commit crime.

"Fraud and financial crime have reached epidemic levels and should be seen as a national security issue"
Royal United Services Institute (RUSI), 2021

But who are the criminals? What and how do they think? As you well know, it's hard to keep one step ahead of them. That's where WFFLive can help.

A CONFERENCE UNLIKE ANY OTHER

We use our unique and unparalleled access to 'real and current' intelligence from the criminal underworld. We combine this with insights from top academic experts, law enforcement professionals and business thought leaders to create a groundbreaking agenda. During our 8-hour webinar we share the vital inside information your company needs to keep safe.

Delegates learn from real life situations and actual case studies - no filters!

- **Data and industry insights you can share with your clients**
- **Release of ground-breaking criminal research**
- **Compelling interviews with former criminals, hackers and fraudsters**
- **In-depth analysis of recent frauds and financial crimes**
- **Startling and informative war stories from the front line**
- **Use your session on your own platform post event**

WFF was formed to solve a major problem: in order to keep up with the spiraling arms race between criminals and businesses, a deep understanding of how criminals think and their latest scams is needed. But information and knowledge from the criminal world is extremely hard to access.

WFFLive brings together our unique and diverse team with academics, industry leaders, former criminals, and law enforcement professionals to provide fresh and actionable information on fraud and all financial crime.



"Don't for one minute believe it all takes place in the digital world. Human behaviour is notoriously the weakest link – computers don't commit crime, people do, and only people can prevent it!"

Andy McDonald, WFF

WFFL2021

AGENDA

KEY DISCUSSION TOPICS

We cover the topics that matter to you and your potential customers - from multiple perspectives.

- **Digital Identity threats**
- **Onboarding threats**
- **Front of house security threats**
- **Social engineering threats**
- **Employee awareness training**
- **Invoice fraud**
- **Supply chain attacks**

(More topics TBC)

FEATURED TOPIC - Onboarding Threats



With many staff still working from home, onboarding criminals as customers, employees or suppliers is a single point of failure for many firms.

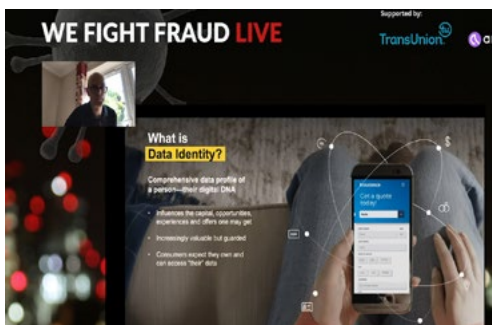
FEATURED TOPIC - Front of House Security Threats



The recent Solar Winds hack has shown how compromised physical security can allow criminals to bypass effective cybersecurity measures. We will examine the views of former criminals on current vulnerabilities.

ACROSS KEY SECTORS

- **Banking**
- **Communities**
- **Financial Services**
- **Gaming / Gambling**
- **Government**
- **Insurance**
- **Legal / Compliance**
- **Logistics**
- **Property Management**
- **Retail**
- **Technology**
- **Telecoms**



TransUnion's presentation during WFFL 2020

FEATURED TOPIC - KYC, Know Your Criminal



A series of former criminals such as Terry Ellis - who stole over £5m of data chips containing £100 of data - will be in conversation with law enforcement and industry experts to share their perspective on crime prevention. Academics such as Dr. Elizabeth Carter - a Forensic Linguist studying the language of romance fraudsters - will provide fresh insights.

THE SPEAKERS



PAT LORDAN
*HEAD OF ECONOMIC CRIME,
IRELAND*

Pat will be in conversation with WFF's Andy McDonald, providing an update on financial crime in one of Europe's fast emerging tech capitals.



PAUL CONNOLLY
CRIME JOURNALIST AND HOST

Known for his daring undercover operations that have seen him infiltrate criminal gangs, Investigative journalist and TV presenter Paul is the ideal host of WFFL. Back for the second year running.



DR. ELISABETH CARTER
FORENSIC LINGUIST

Dr. Carter is a world-leading authority on the linguistics of fraud. She will explore the persuasive power of talk in the grooming process of romance fraud.



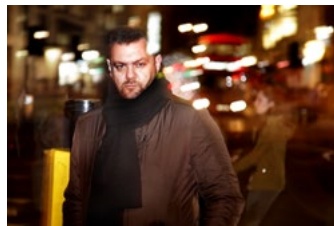
NOEL 'RAZOR' SMITH
*FORMER BANK ROBBER AND
NEWSPAPER EDITOR*

With over 200 bank robberies under his belt, Noel offers insights that only a former career criminal can offer. Working with our team, he will show how his experience can be mobilised to protect against tomorrow's criminal behaviour.



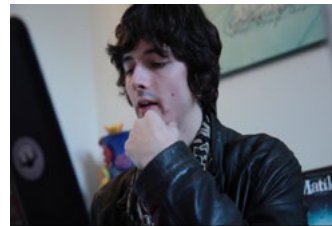
ANDY MCDONALD
*WFF CHIEF ADVISOR - FORMER
HEAD, UK TERRORIST FINANCE
INVESTIGATIONS AND MET
POLICE FRAUD SQUAD.*

Andy will be in conversation with former criminals and senior law-enforcement during a number of keynotes and breakout sessions.



TONY SALES
*WFF HEAD OF STRATEGIC DEVELOPMENT,
FORMER FRAUDSTER*

Tony Sales will bring his unique perspective from the summits of both organised crime and fraud and loss prevention. His session on front desk security threats should be unmissable for anyone serious about their company's data.



SOLOMON GILBERT
*WFF HEAD OF CYBER,
FORMER HACKER*

Solomon will be unpacking supply chain attacks both physical and digital - what can each teach us about the other - as well as taking part in breakout sessions and releasing new findings.



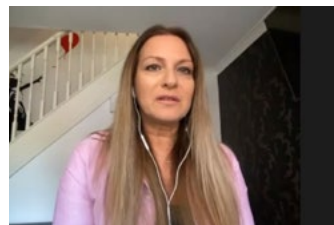
DR. NICOLA HARDING
*CRIMINOLOGIST AND
LIVED-EXPERIENCE EXPERT*

Dr Harding is a criminologist and leading expert at the intersection between fraud, economic crime and lived experience. She will present our groundbreaking research that contextualises the current criminal landscape



TERRY ELLIS
*FORMER DATA THIEF AND
AUTHOR*

Published author, Terry Ellis will be in conversation with WFF's Andy McDonald and Tony Sales about stealing £5m of computer chips. They will delve into his case in search of valuable lessons for those in data security.



MARISA MERICO
*FORMER MAFIA MONEY LAUNDERER,
CRIMINOLOGIST*

Learn about Money Laundering and Bribery and Corruption directly from the daughter of one of Italy's biggest Mafia bosses.



SKIP MYERS
*DIRECTOR OF LOSS PREVENTION
MICROCENTER*

Skip reveals his ground-breaking approach to investigating digital crime; one that has already received accolades from law enforcement and security professionals from around the globe.



MIKE JONES
*FORMER 'ANONYMOUS' HACKER
CIO*

Understand the seedier side of cyberspace from the viewpoint from someone who was once classified a cyber-terrorist by the US Government.

More speakers to be confirmed shortly

CONFERENCE AUDIENCE

REGISTRATION NUMBERS

In 2020, our first WFFLive event:

- **477 attendees**
- **Average attendance over 8 hours - 200**

Building on its success, we expect to attract a larger audience this year. We will work with sponsors targeting delegates, aligning them with topics relevant to your business and allowing for maximum engagement.

ATTENDING ROLES INCLUDED:

- Chief Information Security Officer
- Chief Data Officer
- Security Awareness Manager
- Governance Compliance & Risk Manager
- Head of Financial Crime Investigation
- Director of Safety & Security
- Fraud and Financial Crime Operations Manager
- Head of Internal Audit
- Head of Core Banking Tech, Risk & Fraud Platforms
- Information Security Director
- Cybersecurity Director

ATTENDING COMPANIES INCLUDED:

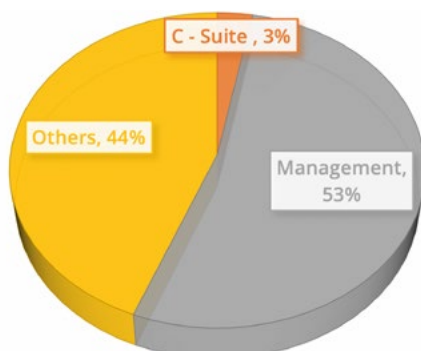
- John Lewis
- Skipton Building Society
- Santander UK
- Buildbase
- Oak North Bank
- Brown Thomas
- Ebury
- Richemont
- CIMB
- Dentsu
- Amazon

Our Audience need your products. Many are overburdened due to the diversity of the security tasks under their responsibility. And they face no shortage of challenges. From expanding attack surfaces, to the increasing sophistication of criminals and more complex and punitive compliance regulations.

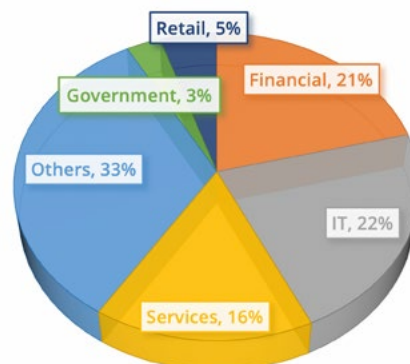
Given the scope and diversity of these sleep-depriving worries, it's hard to schedule time in their busy agendas. WFFLive gives you the opportunity and a forum to engage with your potential customers.

We will connect you with your prospects before, during and after event.

WFFL2020: JOB TITLE



WFFL2020: BUSINESS SECTOR



EVENT PROMOTION

MEDIA CAMPAIGN TO PROMOTE THE EVENT

An integrated public relations campaign will ensure coverage of WFFLive 2021 in national newspapers and trade and industry publications.

WFF creates headlines with its innovative approach, its team which brings former criminals and law enforcement together and its valuable, original content. Because of this we expect extensive media coverage of the event.

A series of targeted press releases will announce the conference and its speakers, and begin to unveil WFF's research data - compiled in partnership with Lancaster University - to tell the story of fraud and financial crime during the past year.

A social media campaign will also support the initiative, aligning sponsors with specialised blogs.

Sponsors will feature throughout this campaign, with the aim of boosting their profile and positioning them as industry thought leaders. Title sponsors will be quoted on press releases.

The press release for WFFL2020 was picked up globally 175 times, often including details of sponsors. Highlights included:

- A full-page article in the Mail on Sunday, both print and online.



WFFLive 2020 produced real and measurable results for sponsors and delegates

"This is the best panel I've attended for quite some time." - 2020 attendee

- Delegates showed a high-level of engagement

"I like these insights. Sometimes the best way to understand these kinds of issues is to learn from those who are now reformed and have been there." - 2020 attendee

- 60% C Suite and Management - top industry thought leaders and fraud and crime prevention experts.
- 24 million Online and Print audience

"Well done. I'm watching from the USA. Informative and entertaining content and format." - 2020 attendee

- Tweeted to 214,000 Twitter followers.
- 293,000 Facebook followers

"I found this far more interactive than your standard webinar which I agree is often a case of 'well I could have just watched a recording...'" - 2020 attendee

SPONSOR ADVANTAGES

WHY YOU SHOULD PARTICIPATE

WFFL provides your business with a cost effective way to reach and influence your customers and provide you with a high ROI . You will receive:

- **Extensive press coverage thanks to the high level of interest in WFF team and our list of world-class speakers.**
- **Opportunity to speak to and interact with your target audience of senior management, and security professionals to generate sales leads.**
- **Position yourself as a thought leader in fraud and financial crime prevention.**
- **Use the content for your own marketing.**

THE EVENT PLATFORM:

This event will take place on a state-of-the-art online events platform. It offers a number of benefits for sponsors such as:

- **Presentations take place in branded expo vendor booths. This means the entire audience can be in your booth ready to engage when the presentation finishes.**
- **Booths have a customisable lead generation feature built-in for capturing delegate interest.**
- **Sponsors can receive event analytics reports -- referral source, turnout percentage, registration visits vs. conversions, connections made during event, country, device, etc.**
- **Sponsors can receive chat transcripts, and poll data from the event once finished.**
- **Title and Gold sponsors can input into polls run during the event.**

WE FIGHT FRAUD - LIVE

Apr 28, 1:00PM to Apr 28, 9:00PM BST

477 people attended



Description

Sponsors

Schedule

Speakers

Booths

SPONSOR OPPORTUNITIES

GIFT BOXES

500 selected professionals and journalists will be sent a delegate gift box.

These create the opportunities and benefits of traditional conference packs but will be delivered directly to our most influential delegates.

Sponsors have the opportunity to have printed material included in the delegate gift boxes at no cost. There are a number of additional opportunities to promote your company or goods to attendees. *

- **Printed material – Free inclusion for sponsors, non-sponsors £500**
- **Small branded goods – pens, stress balls, USB sticks - £1000 per item**
- **Large branded goods – e.g. T-shirts, wine - Price weight dependent**
- **Sample goods - Price weight dependent**



THE GOLD BOX

SAFE HOME-WORKER KIT

One lucky delegate will receive a golden gift box containing a laptop which has been set up for online security when working from home.

This laptop will receive the WFF seal of approval and comes with a guide to keeping your home network safe from hackers.



*You must supply goods to us by 30 March 2021

SPONSOR PACKAGES

WFFL GOLD SPONSOR GBP 20K

Sponsor name on all marketing and press materials. Logo on website and registration page.

60-minutes in your branded booth including **keynote session**.

- Introduction by Paul Connolly with sponsor mentions
- 40-minute keynote presentation with Q and A – in sponsor booth
- 15-minutes before next presentation to engage audience

Plus 1 x **breakout session** in your booth.

- Panel discussion with leading experts on a subject relevant to your brand
- 10-minutes before next presentation to engage audience

Recordings of your sessions available afterwards for your own platform.

Your printed marketing materials included in the delegate gift box (other items POA).

WFFL SILVER SPONSOR: GBP 12K

Sponsor name on all marketing and press materials.

40-minute **breakout session in the sponsor's own booth**.

- Panel discussion with leading experts on a subject relevant to your brand
- 10-minutes before next presentation to engage audience

Recordings of your session available afterwards for your own platform.

Your printed marketing materials included in the delegate gift box (other items POA).

WFFL BRONZE SPONSOR: GBP 8K

Sponsor name on all marketing and press materials.

30-minute sponsor-generated content in the sponsor's own booth.

Your content will appear on conference schedule. Recordings will be available afterwards for your own platform.

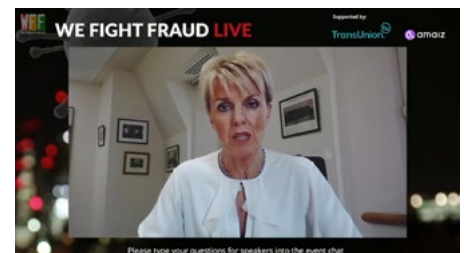
Your printed marketing materials included in the delegate gift box (other items POA).

SESSIONS HELD IN YOUR BOOTH

A key part of We Fight Fraud Live is the content, which makes the event such a valuable experience for delegates, enabling sponsors to interact with their customers. So this year we bring our content to your booth. The audience will join main sponsors in their own branded booth during our keynote sessions and panel discussions. Allowing full participation alongside the We Fight Fraud team and top industry influencers.

Gold, Silver or Bronze packages offer a variety of benefits to best serves your needs. We are also happy to discuss bespoke sponsorship activities.

* All prices Ex-VAT



Commander Karen Baxter, UK National Co-ordinator for Economic Crime. Opening Keynote 2020

SPONSOR PACKAGES

WFFL Sponsorship Packages	Gold	Silver	Bronze
Event Marketing			
Inclusion in event marketing materials	✓	✓	✓
Landing page logo & link	✓	✓	✓
Registration page logo & link	✓	✓	✓
Social media promotion - pre event	✓	✓	✓
Product inclusion in WFFL delegate gift box (POA)	✓	✓	✓
On-Site Marketing			
Session in Main Track	✓		
Breakout session		✓	
Time in booth with audience.	✓	✓	✓
Logo&Link on Reception	✓	✓	✓
30 mins Sponsor-Generated Material in Programme			✓
Polling questions	✓		
Branded Sponsor Booth	✓	✓	✓
Post Event Marketing			
Recordings of Content Provided for Own Use	✓	✓	
Contact List of Booth Attendees	✓	✓	✓
Email addresses of Delegate gift box recipients	✓	✓	
Social Media Promotion	✓	✓	✓

CONFERENCE TIMETABLE

MAIN TRACK	TRACK A	TRACK B	TRACK C	SPONSOR CONTENT	TIME BST
KEYNOTE 1				Sponsors may show their own content in booths at any time. 30 minutes of this content can appear on the programme.	13.00
KEYNOTE 2					14.00
	SESSION 1A	SESSION 1B	SESSION 1C		15.00
KEYNOTE 3					16.00
	SESSION 2A	SESSION 2B	SESSION 2C		17.00
KEYNOTE 4					18.00
	SESSION 3A	SESSION 3B	SESSION 3C		19.00
KEYNOTE 5					20.00



WE FIGHT FRAUD
and all financial crime

For more information email: contact@wefightfraud.org

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