



MRC Vegas 2015 – AGENDA



Monday, 23 March – Pre conference day		
1:30 p.m. – 5:30 p.m.	Workshop – Fraud 101	Workshop – Payments (& CB?) 101
3:30 p.m. – 5:00 p.m.	Merchant Focus Group - Elavon	Merchant Focus Group - ThreatMetrix
6:00 p.m. – 9:00 p.m.	Platinum Party – Sponsored by Jumio	

Tuesday, 24 March – Platinum Day (MRC Members Only)						
7:30 a.m. – 9:00 a.m.	Breakfast					
	Sunrise Breakout Sessions					
8:00 a.m. – 9:00 a.m.	Data Security: How Does a Merchant Protect Their Brand?	How to Leverage the Tools and Intelligence from IC3 and NCFTA to Educate your Staff and Consumers	Know Your Customer – How Much Do You Already Know?			
9:00 a.m. – 9:15 a.m.	Break					
9:15 a.m. – 9:30 a.m.	Opening Remarks					
9:30 a.m. – 10:30 a.m.	Data Breach: A First Hand Experience					
10:30 a.m. – 11:00 a.m.	Beverage Break					
	Discussion Groups/Roundtables					
11:00 a.m. – 12:30 p.m.	Physical	Digital	Gaming	Travel	Global	Payments
12:30 p.m. – 1:45 p.m.	Lunch					
	Breakout Sessions					
1:45 p.m. – 2:45 p.m.	Account Takeovers in a Closed Loop Environment	Bitcoin: Pixel Dust or Currency	Manual Review Best Practices: Learnings from Peak Buying Times in 2014	Omnichannel, Multichannel, Cross-channel... It's All About the Customer Experience		
2:45 p.m. – 3:00 p.m.	Break					
3:00 p.m. – 4:00 p.m.	Internal Tools to Make Fraudsters SCRAM!	EMV – What Does it Mean to Me?	3D Secure: Development & Deployment Strategies	Managing Merchant Risk in Europe		
4:00 p.m. – 4:15 p.m.	Break					
4:15 p.m. – 5:15 p.m.	Why Your Business Needs Alternative Payment Methods When Entering European Markets	New Research: Fighting Fraud in a Fragmented, Fast-Changing Global Payments Landscape	Facebook's Payments Going Global: Accepting Local Forms of Payment	Card Issuers, Collaboration and Customer Experience: Case Study Results		

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



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Wednesday, 25 March – General Conference Day 1						
8:00 a.m. – 9:00 a.m.	Breakfast					Workshop - Fraud 201
9:00 a.m. – 10:30 a.m.	Opening/keynote Proposed: Daymond John (9:30 – 10:30)					
10:30 a.m. – 11:00 a.m.	Beverage Break					
Breakout Sessions						
11:00 a.m. – 12:00 p.m.	Building your Best Fraud Team in an EBIT Obsessed World	The New Normal: eCommerce in the Face of Data Compromise	Results of the 2015 Survey on the Use of Consumer Authentication in eCommerce	Merchant Management in the High-Tech Era	By the Numbers: Data Driven Approach to International Expansion	
12:00 p.m. – 1:30 p.m.	Lunch					Workshop – Payments 201 (1:00 p.m. – 5:00 p.m.)
1:30 p.m. – 2:30 p.m.	Payment Data and Leveraging Multiple Payment Providers	The Fraud Tsunami is Here: A 101 Guide for Online Retailers Ahead of the EMV Implementation	PCI in an EMV Chip World: Increasing Security & Reducing Fraud	FX Operations	Realizing Frictionless Commerce – Benchmarking & Best Practices	
2:30 p.m. – 2:45 p.m.	Break					
2:45 p.m. – 3:45 p.m.	Lessons Learned in Preventing Fraud for a New Subscription Product at AOL	Preventing Fraud with Layered Security	The Potential of New ACH Options for Merchant Payments	Trumpet, Trombone or the whole orchestra – Are instruments better alone or together?	Make Sure Automatic Payments Don't Hurt Customer Service	
3:45 p.m. – 4:00 p.m.	Beverage Break					
4:00 p.m. – 5:00 p.m.	Keynote Session Proposed: Bob Arno					
5:00 p.m. – 7:00 p.m.	Networking Party					



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Thursday, 26 March – General Conference Day 2				
8:30 a.m. – 9:30 a.m.	Breakfast			
	Breakout Sessions			
9:30 a.m. – 10:30 a.m.	Is Fear of Change Letting the Fraudsters Win?	Big Data/Machine Learning	The F Word	Security Beyond Compliance
10:30 a.m. – 11:30 a.m.	Exhibit Hall Only Hour			
	Breakout Sessions			
11:30 a.m. – 12:30 p.m.	Fighting the Good Fight: Prepaid Card Fraud (And What We Can Do About It)	Beyond Device ID: Using Digital Identification to Reduce eCommerce Fraud	Bitcoin 101	Compromising POS: A Live Hack Demo
12:30 p.m. – 2:00 p.m.	METAwards Lunch			
2:00 p.m. – 3:00 p.m.	Using a Predictive Model to Reduce Manual Review	Navigating the Mobile Payments Crossroads	Bitcoin 201	The Payment Page and Beyond – Exploring What Customers Really Want to See when Shopping Online
3:00 p.m. – 3:15 p.m.	Break			
3:15 p.m. – 4:00 p.m.	Friendly Fraud	Mobile Device Location – Effective Fraud and False Positive Prevention	Omni Channel: From Aspiration to Reality	
4:00 p.m. – 4:30 p.m.	Closing Remarks			
4:30 p.m. – 6:00 p.m.	Closing Reception			