

Presented in conjunction with FEI's Financial Education & Research Foundation (**FERF**)

Behavioral Forensics Group, LLC (**B4G**), and the University of Dayton Center for Cyber Security & Data Intelligence (**UD**)



FRAUD, CYBER & GOVERNANCE CONFERENCE

Creating A Fraud-Resistant Organization

EVENT PROSPECTUS

Conference Patron Opportunities

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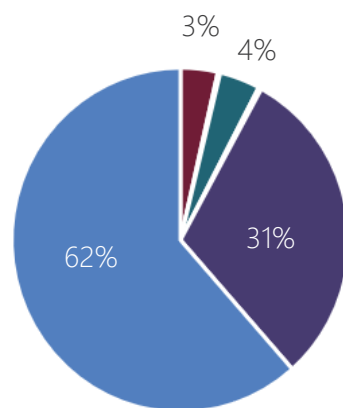
Financial Executives International (FEI) serves the interests of finance leaders. Members and attendees who participate in our events and conferences are part of the **C-Suite** (CFOs and CAOs), as well as **controllers, vice presidents, aspiring CFOs** and **organizational staff**. They represent **public, private** and **not-for-profit** organizations across the U.S.

WHY BECOME A CONFERENCE **PATRON**?

- **PARTNER** and leverage the value of your brand with the power of ours.
- **ACCESS** a network of qualified finance and business leaders.
- **REACH** qualified decision-makers through targeted marketing and interaction.

WHAT CAN YOUR COMPANY **SHARE WITH ATTENDEES**?

- The fraud threat picture – occupational (asset misappropriation, corruption, financial statements) and cyber.
- Understanding what motivates people to commit fraud and how to deter them.
- How to identify warning signs and take a pre-emptive stance against fraud.
- Best practices, time-tested and proven implementation strategies in combating fraud.
- Exploring the role of those charged with governance in creating a fraud-resistant organization.

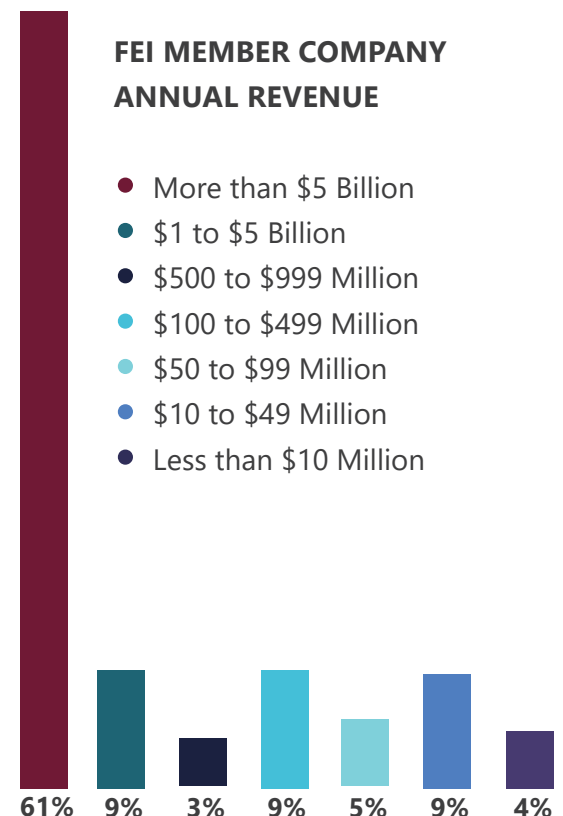


**FEI MEMBER
COMPANY
DEMOGRAPHICS**

- Public
- Private
- Not-for-Profit
- Educational Institution

**FEI MEMBER COMPANY
ANNUAL REVENUE**

- More than \$5 Billion
- \$1 to \$5 Billion
- \$500 to \$999 Million
- \$100 to \$499 Million
- \$50 to \$99 Million
- \$10 to \$49 Million
- Less than \$10 Million



FRAUD, CYBER & GOVERNANCE CONFERENCE

February 15-16, 2023

PROSPECTUS

Patron
Opportunities



Leverage the value of your brand with the power of ours.

CONFERENCE OVERVIEW

Organizations, on average, lose 5% of their annual revenues to fraud. This is according to the May 2022 Report to the Nations from the Association of Certified Fraud Examiners (ACFE) based on a global survey spanning 133 countries and 2000 organizations. While asset misappropriation schemes are the most common occurring in 86% of the cases with a median loss of \$100,000, financial statement fraud occurs only 9% of the time, but is far more costly with a median loss of \$593,000. Overall, annual estimates of fraud globally approach a whopping \$4.7 trillion.

And don't forget cyberattacks. According to Coalition's 2022 Cyber Claims: Mid-year Update report, phishing has become one of the most common attack vectors. While Coveware, a ransomware incident response firm, reports that the average ransom payment in Q1, 2022 was \$211,259 and the median ransom payment was \$73,906. The frequency of cyber attacks compels organizations to move from cyber security strategies to developing cyber resilience.

Given these sobering statistics, organizations need to step up their strategies to prevent, detect, and contain fraud to protect themselves from significant financial, organizational, and reputational harm. It is not a question of if, but when fraud strikes an organization—no organization is immune to this risk. With threats coming from both inside and outside the organization, understanding what motivates fraudulent behavior, learning how to identify warning signs, and exposure to effective tools, competencies, and governance strategies are key steps in creating the fraud-resistant organization.

Financial Executives International (**FEI**), the Behavioral Forensics Group, LLC (**B4G**), and the University of Dayton Center for Cyber Security & Data Intelligence (**UD**) have assembled a panel of esteemed industry specialists and anti-fraud professionals to share the latest behavioral insights, strategies, trends, and tools to help business leaders prevent, deter, and mitigate fraud risk.

CONFERENCE DAY 1

FEBRUARY 15, 2023 • 11:00 AM - 3:30 PM ET

CONFERENCE DAY 2

FEBRUARY 16, 2023 • 11:00 AM - 3:30 PM ET

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DAY 1 | FEBRUARY 15, 2023

THE WHAT AND WHY OF FRAUD

11:00 am - 12:00 pm ET

Keynote Address: Reframing Your Understanding of Fraud

In this session, we will provide you with a framework to understand what types of organizational fraud are prevalent today and who commits it. It's essential to understand that behind every case of fraud, there are people. Understanding what motivates their fraudulent behavior and how to identify warning signs is the first step in creating the fraud-resistant organization.

12:00 pm - 1:00 pm ET

Why Does Fraud Happen

To detect and prevent fraud more effectively, you need to understand the behavioral psychology behind it. From burnout to ESG, PPP, affiliation scams, remote work and rationalization, we'll share the different environmental and, in particular, the human factors that create an environment for fraud. We'll also cover the motivations and other aspects of the mind that drive a perpetrator to commit fraud.

1:00 pm - 1:30 pm ET

Conference Break

THE FRAUD THREAT PICTURE: THE GREATEST FRAUD THREATS TODAY

1:30 pm - 2:30 pm ET

• *Thought-Leadership Opportunity* •

Occupational Fraud

In this session, we will outline the various threats companies face from those within the organization. Internal or organizational fraud occurs when a director, employee, former employee, or a third party commits, colludes, or contributes to fraudulent behavior. This creates organizational risks that adversely affect financial conditions and resilience and is a result of inadequate or failed internal control processes. In this session, we will explore the most common types of occupational fraud.

2:30 pm - 3:30 pm ET

The Escalating Threat of Cyber Fraud

Drawing from over 19 years of experience with cyber criminal and cyber national security investigations that have spanned the globe, this session will highlight lessons learned and best practices attendees can consider for their companies to help protect their employees from becoming victims at home or at work, along with helping to mitigate threats in their environments. This session will also discuss how these best practices can be applied to cyber threats such as ransomware, supply chain attacks, extortion, and Business Email Compromise (BEC) in the year 2022 and beyond.

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DAY 2 | FEBRUARY 16, 2023

FRAUD INCIDENTS

11:00 am - 12:00 pm ET

• *Thought-Leadership Opportunity* •

Emerging Issues in Fraud

What new types of fraud should company executives be on the lookout for? Where are the future threats coming from? Attendees will learn about new potential threats to be proactive and help increase their level of vigilance to protect their companies.

12:00 pm - 1:00 pm ET

• *Thought-Leadership Opportunity* •

Fraud Experiences

While you can't stop fraud entirely, you can certainly mitigate it or decrease its impact on your organization. Here are some case stories that were near misses in our membership that highlight nightmare scenarios, as well as successes, where companies were able to prevent, detect, or contain a fraud incident.

Through case stories, attendees will learn how to apply best practices for reducing the risk of fraud in organizations; increase their awareness and preparedness for fraud risk; and improve their fraud risk management capabilities

1:00 pm - 1:30 pm ET

Conference Break

IMPLEMENTATION STRATEGIES TO COMBAT FRAUD

1:30 pm - 2:30 pm ET

• *Thought-Leadership Opportunity* •

Tools and Competencies to Prevent/Deter/Detect Fraud

There are a variety of tools, systems, and best practices companies can implement to help prevent, detect, or contain fraud. Whether the threat is internal/operational, external and with or without cyber elements, we will explore the benefits and limitations of the various tools, software, and internal controls to help companies know where to invest for better protection.

2:30 pm - 3:30 pm ET

Governance: Creating and Leading a Fraud-Resistant Organization

Get an inside look at what worked and what didn't from the former CEOs of Grant Thornton, LLP and Baxter International when it came to detecting, preventing, and containing fraud within their clients' and their own organizations. As well as dealing with ethical dilemmas and behavioral/integrity risks.

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Session Presentation
Decision Deadline
January 9, 2023

Thought-Leadership Presentation Opportunity

Session Presentation

\$20,000

- *Occupational Fraud*
- *Emerging Issues in Fraud*
- *Fraud Experiences*
- *Tools and Competencies*

- Recognition pre-event and online, including company logo, profile, and URL.
- 50-minute presentation opportunity on agreed upon session topic for CPE credits, plus time for Q&A.
- Branding opportunities on the conference engagement hub, including a lobby wait-room video, banner ad, and resource widget.
- Six (6) conference registrations for company staffers.
- Invitation to share with clients to attend at the FEI Member rate.
- Pre-event registration and post-event attendee reports that include name/title/company/email (to be used one time each).

Impactful Branding Opportunity

Supporter

\$24,000

- Recognition pre-event and online, including company logo, profile, and URL.
- Reduced rate for additional branding opportunities on the conference engagement hub, including a lobby wait-room video and banner ad.
- Four (4) conference registrations for company staffers.
- Invitation to share with clients to attend at the FEI Member rate.
- Pre-event registration and post-event attendee reports that include name/title/company/email (to be used one time each).

Experience Enhancements

Retargeting Campaign

\$6,000

- 50,000 impressions over 1 month.
- Your company ads on websites visited by financial leaders.
- Ad retargeting guarantees sustained, specific exposure to FEI's exclusive network.
- Includes a personal dashboard to measure success in real time.

FEI Daily Article

\$4,000

- Articles can be used to extend the reach of thought leadership pieces.
- Targeted promotion includes inclusion in FEI Daily for one week, one FEI Weekly e-newsletter, company logo.
- Include a call to action with a unique URL for lead generation.

FEI Weekly Banner

\$2,500

- Increase your brand awareness with our audience by promoting your organization, whitepaper, research, product or upcoming event.
- Ensure lead generation by promoting a thought leadership piece or upcoming event with a link to a landing page of your choice.
- Sent every Friday morning to more than 6,300 finance leaders.

FEI PD Opportunities Banner

\$2,500

- Ensure lead generation by promoting a thought leadership piece or upcoming event with a link to a landing page of your choice.
- Increase your brand awareness by promoting your organization, whitepaper, research, product or upcoming event.
- Published bi-weekly to more than 19,000 FEI Members and stakeholders, this newsletter is financial leaders' primary source for upcoming FEI and sponsored events.



Ready to reach finance leaders as a Conference Patron?

Let's discuss your business objectives and create a customized approach to amplify your company's experience with FEI.

Contact partners@financialexecutives.org to get started.