

2025



AGENDA

TUFF Event

Tue 11th – Wed 12th March 2025

THE FORUM OF TRUST

AQL Head Office, Salem Chapel, Hunslet Road, Leeds, LS10 1JW



Event Agenda

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Agenda - Tuesday 11th March 2025

Registration 09:15 – 10:00

Note – No drinks allowed in the auditorium






 	<p>Prof Adam Beaumont CEO AQL</p> <p>Andy Beet CEO TUFF</p>	<p>10:00</p>	<p>Welcome & Introductions from TUFF CEO and host AQL CEO</p>
 	<p>Phil Jastrzebski Senior Manager - Corporate Investigations and Intelligence</p> <p>Stephen Ross Lead Corporate Investigator</p> <p>Three UK</p>	<p>10:25 – 11:10</p>	<p>Operation Carrow – Central Model</p> <p>We will take you deeper into the latest Carrow activity (Central Model) and discuss what the public and private sector have collaborated on - with some interesting updates along the way.</p>
	<p>Sam Millen Global Head of Risk and Safety</p> <p>CeX</p>	<p>11:10 – 11:45</p>	<p>Second Hand Electronics Industry and Information Sharing</p>
<p>Networking Break 11:45 – 12:30</p>			
	<p>Peter Taylor (The Fraud Guy)</p>	<p>12:30 – 13:00</p>	<p>Peter Taylor is an Accredited Counter Fraud Specialist with a successful career in fraud management within regulated environments having been the Head of Fraud for major loss adjusters.</p> <p>He has pioneered the benefits of intervention on suspect claims, the introduction of conversation management for desktop investigations, and the benefits of technology for intelligence led investigations.</p> <p>Peter has conducted extensive research into fraud and cybercrime methods including interviews with former fraudsters. His cases have featured in the BBC Fraud Squad program, and he is a respected member of both the counter fraud and cybersecurity community.</p>

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	<p>Guendalina Rossi VP Products Mobile Numbers Intelligence</p> <p>Nick White VP Products Mobile Data Insights</p> <p>TMT ID</p>	<p>13:00 – 13:30</p>	<p>Mobile Phone Number Intelligence and Insights</p>
<p>Lunch 13:30 – 14:15</p>			
 	<p>James Harwood Head of Fraud Policy, Strategy and Product</p> <p>Virgin Media O2</p>	<p>14:15 – 15:00</p>	<p>Reactive to Proactive: The Democratisation of Fraud at VMO2</p> <p>Data democratisation is transforming businesses, but what if we democratised fraud prevention too? This presentation explores how VMO2 is shifting from reactive fraud management to a proactive advantage.</p> <p>We'll share our approach to empowering commercial, operations, and tech teams with accessible data and shared responsibility, fostering a data-driven culture that anticipates and prevents fraud. Learn how to move beyond traditional detection and unlock the proactive power of a democratised fraud strategy at VMO2.</p>
<p>Networking Break 15:00 – 15:45</p>			
 	<p>Tim Burton Chief Product and Success Officer</p> <p>Smartnumbers</p>	<p>15:45 – 16:15</p>	<p>Turning the tables on fraudsters</p> <p>Smartnumbers is shifting the fight against fraud from individual cases to organised crime. Tim Burton will show how the telecoms industry can outpace fraudsters by sharing insights across sectors, tracking habitual attackers, and disrupting fraud rings before they strike. With £198.9 million saved and 1,300 fraud rings identified, this session highlights the need for telecoms leaders to join forces and take down fraudulent phone numbers in real time.</p>
	<p>Daniel Ager Telecommunications Fraud Policy Lead Fraud Policy Unit Home Office</p>	<p>16:15 – 16:40</p>	<p>General overview of Government Fraud Policy</p> <p>Fraud charter working together with industry.</p>
	<p>Police Care Dave Blundell</p>	<p>16:40 – 16:45</p>	<p>An introduction to Police Care and its aims and objectives</p>

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	<p>Andy Beet</p>		<p>Day one debrief, networking explained & close of day one.</p>
	<p>Networking Event</p>	<p>16:45</p>	<p>‘The Tetley Public House’ – located opposite AQL THE TETLEY, HUNSLET RD, LEEDS LS10 1JQ</p> <p>Pie and a pint, wine or soft drink - served at 6:00pm</p> <p>Join other event delegates to network, discuss the topics of the day and get to know each other!</p>  <p>The Tetley is the former headquarters of Joshua Tetley & Son, at one time the largest producer of cask beer in the world.</p> <p>Read more about the history of The Tetley https://thetetley.pub/history/</p>

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Day two - Coffee from 09:00 - 09:25 start
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	Andy Beet TUFF CEO	09:25	Welcome and morning announcements
	Lianne Dow Fraud Lead Sky UK	09:30 – 10:00	An insight into the trends, patterns and challenges encountered by the Fraud Team at SKY
	Nick Edge Head of Fraud Likewise	10:00 – 10:45	<p>Nick has worked in the insurance industry since 2011 and prior to this he was a Detective Sergeant in the Serious and Organised Crime Group of Greater Manchester Police. Transferring his investigative and management skills to support the insurance industry and tackling fraud. He has worked in motor fraud managing policy, claim and injury fraud teams, building and deploying anti-fraud solutions.</p> <p>He currently specialises in Device Protection Insurance managing and deploying solutions globally, his most recent project is the development of AI to identify and tackle insurance fraud.</p> <p>His approach to fraud is customer centric protecting genuine claimants from fraudsters and ensuring that his solutions mitigate the risk accordingly. He is an advocate of collaborative working and believes that we all have a responsibility in tackling fraud.</p>
Networking Break 10:45 – 11.30			
	Shaffi Chogley Strategic Customer Success, Carriers hiya	11:30- 12:00	The State of UK Voice Calls: Insights on Threats and Consumer Experience
			<p>The voice call remains a critical communication channel for consumers and businesses alike. Yet, rising fraud and spam calls have undermined consumer trust in voice. Safeguarding the consumer experience on the voice network is more important than ever. In this session, Shaffi Chogley, UK Distribution Success Manager at Hiya, will share key findings from Hiya's latest Global Call Threat Report, highlighting UK-specific trends, including prevalent scams like HMRC and Amazon impersonations, and the emerging threat of AI-generated deepfake fraud.</p>

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			<p>Cont...</p> <p>Attendees will gain practical insights into how the UK voice landscape is evolving and how the industry can both mitigate threats and enhance the overall calling experience for consumers.</p>
	<p>Will Pinkney OfCom</p>	12:00 – 12:30	<p>Reducing mobile messaging scams and mobile spoofing</p>
	<p>Jade Turley Senior Identity & Fraud Specialist Transunion</p>	12:30 – 13:00	<p>Friction as a Fraud Deterrent: Balancing Security and User Experience</p> <p>In the digital age, the balance between security and user experience has become a critical concern for businesses and consumers alike. This presentation, titled "Friction as a Fraud Deterrent: Balancing Security and User Experience," explores the strategic implementation of friction in online processes to deter fraudulent activities while maintaining a seamless user experience.</p> <p>We will delve into the concept of "good friction" and how it can be effectively utilized to enhance security measures without significantly disrupting user satisfaction. By examining case studies and current industry practices, we will highlight the importance of finding the right balance to protect sensitive information and build user trust.</p> <p>Attendees will gain insights into innovative approaches and practical solutions for integrating friction in a way that deters fraudsters while keeping legitimate users engaged and satisfied.</p>
Lunch 13:00 – 13:45			
 	<p>Adam Beaumont AQL</p> <p>Dean Smith Symmetry Solutions</p> <p>Phil Jastrzebski Three UK</p> <p>Moderator:</p> <p>Adrian Harris Xintec</p>	13:45 – 14:30	<p>AI: Who, What and When?</p> <p>This panel will explore the use of AI by the fraud department and the fraudster; when it makes sense and when it doesn't!</p> <p>In this discussion we hope to also get a better understanding of where we are in our AI journey and how far we have come versus the hype.</p> <p>The challenges of Information sharing, stakeholder engagement and interagency collaboration.</p>
	<p>DCI Lara Xenoudakis</p>	14:30 – 15:00	<p>Action Fraud Service Replacement.</p>

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			<p>Cont...</p> <p>Detective Chief Inspector Lara Xenoudakis and Detective Sergeant Sophina Deed join us from the National Fraud Intelligence Bureau (NFIB) at City of London Police to discuss the current reporting system for fraud and cybercrime and the operational needs for the NFIB in providing a service to the telco sector followed by an update on the transformation and replacement for the Action Fraud service.</p>
	<p>Andy Beet CEO</p> <p>TUFF</p>	<p>15:00 – 15:30</p>	<p>The launch of the *NEW* TUFF Academy and Fraud Training Course.</p> <p>This new platform is designed to provide a wealth of valuable resources, offering everything you need to enhance your skills and stay ahead in your field.</p> <p>The TUFF Online Training Academy will feature: A wide variety of training courses tailored to various work roles and skill levels.</p> <ul style="list-style-type: none"> - Educational videos for visual learners and in-depth topic exploration. - Reference materials to support your learning journey. - News articles to keep you up to date with the latest industry trends and insights. - Guidance documents to help you navigate complex topics with ease.
	<p>Andy Beet CEO</p> <p>TUFF</p>	<p>15:45</p>	<p>An event debrief & close.</p>

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EVENT SUPPORTING COMPANIES



Mobile Intelligence. Trusted data



smartnumbers

hiya

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TUFF is a Specified Anti-Fraud Organisation (SAFO) under The Serious Crime Act.