Lisa Duke

Abstract:
The real battle that faces the fraud investigator is the changing mindset and techniques used by perpetrators. Strategies we have used in past years can no longer be exclusively relied on to fight fraud. The IC3 Report for 2018 show Internet-enabled theft, fraud, and exploitation remain pervasive and were responsible for a staggering $2.7 billion in financial losses in 2018. To confront the emerging trend and apply appropriate strategies, the fraud investigator need to be resilient and discern the patterns being used by fraudsters

Learning Objectives:

- This presentation details some complex strategies used to combat emerging fraud trends from a forensic accounting perspective.
- Attendees will become familiar with the character and propensity of some evolving trends in financial/cyber crimes and the revolutionary steps needed by Forensic Accountant/ Financial Investigator to counteract these evolving frauds.
- This timely session will identify some tools and pillars to enhance your investigation. Attendees will walk away with strategies needed for elevating their investigation.

Dr. Augustine Fou

Abstract:
Digital ad fraud is estimated to cost advertisers billions of dollars per year, but few in the digital supply chain are incentivized to stop it because everyone makes more money on larger quantities of ads. These ads are fraudulent because they are not shown to humans; they are created by software programs repeatedly loading webpages or continuously using mobile apps. CFEs can find evidence of ad fraud by examining payment flows, vendor reports, server records, and other web analytics. Dr. Augustine Fou will share case examples of ad fraud and illustrate how the fraud was discovered and stopped.

Learning Objectives:

- Learn about digital ad fraud, a form of crime that is unique to digital media.
- Determine how to spot ad fraud in the data, without any specialized fraud detection technologies.
- Discuss how to help clients assess and reduce ad fraud impacting their digital media spending.

Rachel Kronenfeld

Abstract:
Social media will always be a trend and an important aspect of any fraud investigation. This presentation will introduce fraud examiners to the latest search tools for locating and

uncovering social media users and their online content, as well as discuss the trend of using anonymous social media platforms.

Learning Objectives:

- Discuss free and fee-based resources on the market for locating unique information on popular social media platforms.
- Determine where key information can be hidden or overlooked on popular social media platforms.
- Learn about new social media platforms on the horizon.

Scott Porter

Abstract

The world of investigative interviewing and the methods taught to corporate interviewers and law enforcement practitioners are at a critical crossroads. Courts are increasingly questioning the tactics used by investigators to obtain confessions. Many investigators are taught interview techniques derived from traditional interview methods which encourages them to focus on verbal and nonverbal cues of lie detection, and employ tactics focused primarily on obtaining a confession. Many of these techniques equip investigators with tools to obtain a confession, but such confessions are highly scrutinized by the courts.

To address the increased scrutiny impacting our profession, this session will consider emerging alternatives. This session will explain the risks associated with an interview approach that relies on deception detection coupled with an admission-seeking mindset. To illustrate, you will have the opportunity to watch an interview that led to an involuntary confession, as concluded by the courts. This session will also discuss an alternative approach to investigative interviewing (i.e. PEACE), which focuses on maximizing information sought by the investigator, while minimizing risk. You will then have the opportunity to view real-life compelling interview footage to help you put theory into practice.

Learning Objectives:

- Compare current interview methodologies to determine which tactics are most effective in varying circumstances.
- Evaluate emerging trends in investigative interviewing.
- Assess strategies that are suitable for a corporate interview environment to elicit ethical and legal confessions.

Bruce Sackman

Abstract:

Utilizing actual case studies, this presentation will inform the listener on the types of frauds that impact medical centers. It will detail areas such as Medicare/medical fraud, theft of hospital property, bribery of hospital officials, drug diversion, theft of medical information, and contract and procurement fraud.

Learning Objectives:

- Familiarize the attendee with the types of frauds involving medical centers.

- Learn the difference between internal and external hospital frauds.
- Determine how drug diversion impacts hospitals both medically and financially.

Matthew Spaier

Abstract:
Learn how to use the latest technology to give you leverage on fraud Investigations. This discussion will cover ways to add Electronic Canvassing and Geo Location Technology to your investigator's tool box. We will also discuss techniques and advantages to finding direct eyewitnesses to events that do not show up on police or incident reports. The teaching will include the basic "how to" instructions and how to market the service to your clients. We will also bring several case study examples and have some time for Q&A from the audience.

Learning Objectives:
- Learn how to use the latest technology to give you leverage on fraud Investigations.
- Discuss techniques and advantages to finding direct eyewitnesses to events that do not show up on police or incident reports.
- Determine the basic "how to" instructions for use and marketing the service to your clients.