CNP EXPO
EDUCATION GUIDE

EDUCATION: **MAY 14-17, 2018**
EXPO HALL: **MAY 15-16, 2018**

ROSEN SHINGLE CREEK RESORT
ORLANDO, FL

Welcome to the CNP Expo® 2018 Education Preview

CNP Expo® is the only event of its kind, dedicated to the intersection of e-commerce, payments, mobility, retail, software and security.

The goal of the event's educational program this year is to provide more practical tips and tricks than ever—advice you can directly apply to do your job better. Our 50+ hours of education delivered in nearly 40 panels, merchant case studies, and industry-expert keynotes will give you and your team a variety of perspectives & knowledge around our core topics. It will prepare you to be a superhero in your organization.

This is your digital guide to the sessions we are offering this year at CNP Expo. As we add speakers and content—including our highly anticipated Keynote Speakers—we will update this guide, as well.

New for 2018: The CNP Expo education program is now tailored to provide sessions from entry level content through advanced learning—we have customized our educational offerings to suit your level of expertise. Also, we have established 11 key content topics that underpin all of our education sessions, covering valuable industry insights. These have been hand-picked based on the significance they play in a continuously changing card not present world.

The topics are:

TRACK	ICON	TRACK	ICON
Chargeback Management	💳	New Fraud Technologies	💳
Emerging/Continuing Fraud Trends	📈	Operations	⚙️
Evaluating Provider Relationships	🤝	Payment Authorization/Acceptance	🖥️
Fraud Best Practices	🔒	Personal/Professional Development	👥
Global Payments/Cross-Border	🌐	Regulation/Compliance	📋
Managing Fraud Teams	👥		

If you are interested in attending CNP Expo, visit **www.cnpexpo2018.com/Education** for pricing options and what is included in each pass level.

TUESDAY, MAY 15

Level Up Your Fraud Fighting
Scott Adams, *CNP Fraud and Risk Specialist*
8:45 AM - 9:30 AM

Fraud is often a reactionary arms race where the villains seem to have all the power-ups. But, during his time at Riot Games, card-not-present payment and fraud veteran Scott Adams led the popular video game publisher out of chargeback hell, banished cheaters and vigilantly protected game accounts.

Video game companies are frequently hit with new fraud schemes and technology before other merchant verticals, so the lessons learned there are applicable to ALL industries. In this keynote address, Scott will share stories from the trenches highlighting underappreciated metrics, low-tech solutions and other creative ways merchants can Level Up their game and get to the top of the antifraud score board no matter their industry.

Attendees will:

- Learn about squashing international fraud, which included banning one of the top Brazilian gamers…while he streamed live
- Hear the thought process that led Scott and his team to detect and end a world-wide industry making millions of dollars a year, mostly via friendly fraud
- Experience the lessons Scott learned about payment methods and stopping ATO from one of the most unique fraudsters he encountered in his career
- Discover how Scott guided numerous companies on the verge of account termination to under 1% chargeback rates

Keynote Sessions are open to all badge holders at the Show.

Security and Fraud Prevention in the Increasingly Digital World
Jamie Uppenberg, *Global Head, Payment Services Mobile and Digital Product, Discover Financial Services*
9:30 AM - 10:00 AM

Jamie Uppenberg, Director of Digital Products at Discover® Global Network, will provide insights on the current digital payments landscape. In a one-on-one conversation with Card Not Present Editor-in-Chief DJ Murphy, Jamie will answer some of the most challenging questions that merchants, and other payment processors, are asking related to e/m-commerce solutions—how they help to reduce fraud while increasing the customer experience. Please join Jamie and DJ as they give you an inside look at how Discover® Global Network is currently tackling industry issues, and plans to continue to do so in the future.

Keynote Sessions are open to all badge holders at the Show.

WEDNESDAY, MAY 16

Career Lessons from Payments Pioneers

Tracy Wilk, *Executive Coach & Former VP of Google Payments*

8:45 AM - 9:30 AM

E-commerce payments and fraud veteran Tracy Wilk will tell the story of some of the key events in our industry over the last 30 years and the lessons they can teach about navigating our own careers. Who won, who lost, strategies that worked and those that were catastrophic all impart useful knowledge and can serve as signposts leading us toward careers that matter.

- The rise and torrid growth of the credit card and e-commerce industries illustrate the importance of seeking out industries where there is rapid growth

- The wild west of the early credit card industry—where card issuers took advantage of lax regulations, fine print, and opaque billing systems to charge high interest rates and extra fees—tell us why maintaining a moral compass and doing the right thing (even when we have the power and the incentive to do the wrong thing) is important

- How the rise and fall of products like Visa Cash and Google Checkout—and the 20 year path that it took to successfully launch chip cards in the United States—instruct us to always need to be mindful of the product that we are offering (ourselves and our experiences) and make sure that we are offering something that someone wants to buy

- How PayPal took on the credit card industry and what it can teach about seeking out nimble companies, taking risks in a career, and the risks of failing to do so

Tracy will share these and other events from the recent history of electronic payments and fraud and how they are related to career management, advancement and fulfillment.

Keynote Sessions are open to all badge holders at the Show.

11:15 AM - 12:00 PM

Chargebacks: Prevention and Reduction Strategies

BEGINNER/INTERMEDIATE

"An ounce of prevention is worth a pound of cure" is especially true when it comes to chargebacks. Creating strategies to reduce overall chargeback volume can have many benefits—reducing revenue lost in disputes being the biggest. In this session, experts will share:

- How to perform root-cause analysis to reduce future chargebacks

- The benefits of chargeback reduction beyond saving the cost of goods and fees

- Creative and effective strategies used by merchants to reduce chargeback volume

11:15 AM - 12:00 PM

Real-Time Risk Mitigation at Airbnb

INTERMEDIATE/ADVANCED

Airbnb is built on trust. Keeping its global community of hosts and guests safe is the company's top priority. In this presentation, Airbnb Engineering Manager Dmitry Alexeenko will detail how the mobile lodging pioneer approaches detecting and deterring risk and fraudulent activity in real time on Airbnb. Dmitry will touch on several techniques—from machine learning to image similarity to clustering—that have been helpful in protecting the Airbnb community and its platform.

11:15 AM - 12:00 PM

Basics of Cross-Border Payments: What Every Company Planning to Accept Payments Internationally Needs to Know

BEGINNER/INTERMEDIATE

Expanding your e-commerce business outside your borders is not as simple as marketing products or services to consumers in a new market and waiting for the orders to roll in. Payment methods, culture, language, currency, repatriation, banking/processing relationships and more are important considerations. Our expert panel will discuss:

- How a cross-border payments strategy can be critical to your company's success in a new market and what relationships you will need

- Pitfalls to avoid when entering a new market and best practices for payment acceptance in select regions

1:00 PM - 1:45 PM

What Fraud Looks Like Right Now: Former Fraudster Shows You What You're Up Against

INTERMEDIATE

Merchants are in the midst of an unceasing battle. They improve their ability to detect and prevent fraud and criminals adapt and develop new tactics. Former U.S. Most Wanted fraudster Brett Johnson understands the seedy world of the Dark Web better than most. In his new job consulting the good guys, Johnson keeps track of current fraud methods as only a former bad guy can, from the inside. In this session, Johnson will discuss:

- Drop shipping, re-shipping and other creative methods used to have physical goods delivered

- The latest methods in committing account takeover and new account fraud

- Live demonstration of the tools fraudsters use to commit fraud on your Website

1:00 PM - 1:45 PM

A CNP conversation: Mitigating Fraud in the Digital Age by Working Cross-Functionally

INTERMEDIATE

Is your goal to achieve the highest possible conversion rate while reducing chargebacks as much as possible, with the least amount of customer friction? Then open and frequent communication among all key e-commerce, mobile commerce, and digital stakeholders in your organization is vital. This interview-style session with two senior management professionals at Dunkin' Brands will examine:

- How the Dunkin' Fraud and Treasury teams work with cross-functional teams to determine what gets prioritized and ultimately, what is best for the business as a whole

- How Dunkin' works to get members of all cross-functional teams on the same page while allowing each group to be represented

- How to reach the goal of mitigating fraud while serving the greater good of the organization and gaining respect and buy-in from all internal stakeholders

1:00 PM - 1:45 PM

Identifying and Preventing Friendly Fraud

BEGINNER/INTERMEDIATE

Card-brand rules established to protect consumers from unscrupulous businesses have been turned on their head and it's anything but friendly. Whether it's consumers deliberately gaming the system or legitimate confusion, most know they can simply call their issuer and all (debt) is forgiven. When the chargebacks hit because of this growing problem, what can merchants do to protect their revenue? This session will examine:

- The significant challenge of identifying a chargeback as the result of friendly fraud
- Why responding to friendly fraud chargebacks can be more effective than you realize
- What you can do to maximize the likelihood of winning a friendly fraud chargeback

2:00 PM - 2:45 PM

Going Global Without Going Broke

INTERMEDIATE

The global e-commerce market is projected to grow from $2 trillion in 2017 to $4 trillion by 2020. As companies expand their reach across borders, it's difficult to distinguish between fraudulent and genuine customers in new markets. Experts estimate that fraud for U.S. companies is 1.5x for cross-border transactions. If you're going global or even just expanding to one new market, you must adopt different fraud strategies to adjust to new markets and different customer behavior. In this session you will learn:

- How consumer identity data varies by region
- The most common fraud tactics how risk varies by country
- How using a multi-layered approach helps to reduce fraud
- What risk signals are used to identify good transactions

2:00 PM - 2:45 PM

Managing Fraud Teams and Hiring the Right People

INTERMEDIATE/ADVANCED

Unlike most departments within an e-commerce company, there are few precedents for managing a fraud department. You can take some of the guess work and "trial by fire" out of this challenging role by learning from experts that are managing successful teams themselves. Learn strategies to manage the human component such as:

- Metrics to measure your team's performance, both individually and as a whole; career development for your team and which tasks to delegate
- Questions to ask during the hiring process that will lead you to high performers
- Providing continual training and resources to increase the knowledge and experience of your team members

2:00 PM - 2:45 PM

Fighting the Rising Threat of Gift Card Fraud

BEGINNER/INTERMEDIATE

Gift cards and, increasingly, e-gift cards are among the most popular products available to consumers. Unfortunately, they're just as popular with fraudsters. E-gift cards, in fact, have one of the highest fraud rates of any product category. In this session, our experts will discuss:

- Concrete strategies for identifying and preventing gift card fraud and protecting revenue
- Confronting the e-gift challenges of immediate delivery and lack of shipping address

How fraudsters leverage third-party gift card marketplaces to make your life difficult

3:30 PM - 4:15 PM

The Year in Account Takeover Fraud

INTERMEDIATE

Last year's emerging trend has become this year's full-blown crisis. Massive data breaches have left the Dark Web awash in PII enabling account takeover fraud at a record clip. Once a concern mainly to banks, mobile operators, etc., e-commerce retailers are increasingly a target of this hard-to-identify type of fraud. In this session, our expert panelists will discuss:

- Current tactics fraudsters are using in 2018 to successfully take over online accounts
- Methods to combine internal processes with external tools to detect and prevent ATO fraud
- ATO fraud's evil cousins account creation and synthetic fraud

3:30 PM - 4:15 PM

Demonstrating Your Value within Your Organization

INTERMEDIATE/ADVANCED

Other departments within your company can have a hard time understanding the value of preventing fraudulent activity or managing payments. At some companies, Fraud Prevention has become known pejoratively as Sales Prevention. But this need not be the case. In this interactive session, you will learn how a former merchant mastered the art of demonstrating his value, and that of his team, to his colleagues and leadership. In this session:

- Ask Scott Adams, former Director of Risk Management of Riot Games, how he secured the trust and respect of executives and cross-functional teams
- Learn tips and tricks to educate others within your company about fraud prevention and payment acceptance
- Engage in a free-flowing exchange with a respected fraud industry veteran and a roomful of your online merchant peers

Merchant only session*

3:30 PM - 4:15 PM

Chargebacks: Effective Response Strategies

BEGINNER/INTERMEDIATE

When it comes to responding to chargebacks, it's important to have a streamlined process that identifies those with the greatest likelihood of reversal. And, it's imperative to respond to each dispute in accordance with card brand rules. In this session, you will learn:

- Which disputes to respond to, and best practices for those responses
- Strategies to streamline internal process so disputes are noted by your systems
- Tips and tricks from merchants to dispute chargebacks effectively

11:15 AM - 12:00 PM

How Fraudsters Attack Mobile Apps and How to Stop Them
BEGINNER/INTERMEDIATE

Merchants are struggling more than ever with fraud originating in the mobile channel. And, while recent research shows most are concerned with fraud associated with browser-based mobile payments, 1-in-4 of them said mobile apps are the riskiest form of m-commerce. As merchants of all kinds accept more payments through apps, what do they need to know? Our experts discuss:

- How fraudsters attack mobile apps vs. other sales channels
- Strategies for coping with fraud challenges specific to mobile apps
- Risks associated with Android vs. iOS apps

11:15 AM - 12:00 PM

Keeping Customers Happy by Spotting and Preventing False Positives
INTERMEDIATE

Preventing fraud is your life, but tighten the screws too much and you are preventing fraud AND legitimate orders. And what do many of those legitimate customers do? Turn to one of your competitors—perhaps never to return. Are your fraud prevention efforts preventing too many good orders? Our experts discuss:

- Metrics you can use to measure your false-positive rate
- Determining why you canceled a legitimate order
- Strategies that reduce false positives and bolster your revenue

11:15 AM - 12:00 PM

Leveraging RFPs to Establish and Manage Provider Relationships
INTERMEDIATE

An effective Request for Proposal (RFP) process is an important first step for evaluating payments and fraud technology providers. It also can be a good way to forge a lasting relationship with a new partner. Learn from our expert panel:

- Best practices for stating business requirements, composing RFP documents and applying response scoring
- How to select prospective providers, communicate requirements and make a final decision

Practical advice on avoiding pitfalls and learning from the RFP process

1:00 PM - 1:45 PM

Creating a Successful Payments Strategy in LatAm
INTERMEDIATE/ADVANCED

By 2019, 151 million consumers are expected to buy goods or services online in Latin America. Though this presents a sizable opportunity, companies already operating in this region have learned the importance of a unique payment acceptance strategy in each country to maximize the opportunity. In this session, the panel of experts will discuss:

- Payment methods and consumer preferences in Latin America that need to be considered
- Lessons learned by payment experts informing payment acceptance strategies in specific countries
- Pitfalls to avoid when entering a new country in South America, Central America or the Caribbean

1:00 PM - 1:45 PM

By The Numbers: How to Measure the Success of Your Fraud Prevention
INTERMEDIATE

According to business guru Peter Drucker, "If you can't measure it, you can't manage it." Merchants generate more than sufficient data to measure the efforts of their fraud teams, but which metrics and KPIs are the best. In this session, our presenter will discuss:

- Numbers merchants should track to measure, manage and improve a fraud department, including unique metrics and sources that will provide better business intelligence
- Various reporting strategies and tools that have proven effective and easy to use
- How to use reporting to evangelize your team's impact to senior leadership and cross-functional teams

1:00 PM - 1:45 PM

How to Get Law Enforcement Interested in Your Fraud Cases
BEGINNER/INTERMEDIATE

One of our most requested topics this year, merchants often struggle deciding how—or even if—to work with law enforcement when they uncover known fraud rings. In this session, law enforcement officials and merchants currently working with local, state or federal authorities will discuss:

- The benefits of working with law enforcement to prosecute fraud cases
- Which agencies CNP merchants should present cases to
- How to implement an investigation process that will increase the likelihood the police will take your case

2:00 PM - 2:45 PM

Treating a Digital Crime Scene Like a Physical Crime Scene
INTERMEDIATE

Traditional crime scene investigation means understanding the circumstances of the offense and/or reconstructing the crime itself. Digital crime scene investigation is the same, but includes understanding virtual evidence and how it is connected to fraudulent transactions. A former law enforcement veteran turned CNP fraud fighter will share the tactics he used to investigate physical crimes as a police detective and how he has translated that process to investigate digital crimes in his current role. In this session, you will learn:

- The sequence of identifying evidence associated with fraudulent card-not-present orders including the detection, collection and preservation of virtual evidence
- How that virtual evidence can help you understand criminal behavior and reduce future chargebacks and fraud

How to utilize these findings to prevent various friendly fraud scenarios

2:00 PM - 2:45 PM

PCI and GDPR, OMG!
INTERMEDIATE/ADVANCED

As security becomes more of a concern to governing bodies, it becomes increasingly critical for companies to be aware of new updates to privacy and security programs such as PCI and GDPR. But the policies, as written can be confusing and it can be difficult for merchants to know what needs to be done internally to comply with these updated programs. In this session, experts will discuss:

- The latest PCI rule updates and what merchants need to know to remain compliant
- European Council's GDPR policies, who they apply to and what needs to be done prior to the looming deadlines

Additional security and privacy measures every company should consider

2:00 PM - 2:45 PM

Attack of the Refrigerators: How Fraudsters will Leverage IoT and Digital Assistants
ADVANCED

As refrigerators, cars and voice-activated digital assistants become more common online sales channels, fraudsters are beginning to use them as bots to commit fraud. And, device identifying tools designed for laptops and mobile devices have not yet adapted. Online merchants are already seeing this and expect to see more of it as the pace of innovation accelerates. In this session, experts will discuss:

- How IoT devices are being used to commit online fraud
- The best ways to identify these devices and prevent this activity
- What two fraud methods you can expect to see as more devices and appliances are connected to the Internet

3:30 PM - 4:15 PM

No Budget? No Problem.
BEGINNER/INTERMEDIATE

In the fight for scarce resources, fraud prevention often loses out to other corporate functions. This has forced fraud departments to come up with creative ways to bridge the gap between a minimal budget and the sometimes outsized expectations of their organizations. This session will look at:

- How to find and creatively leverage free resources for identity verification and manual review optimization

Ways to reduce spending on multiple tools and streamline internal processes to reduce fraud losses

3:30 PM - 4:15 PM

Reuse, Retry, Recycle: Strategies For Getting Paid as a Recurring Biller
INTERMEDIATE

The most successful subscription-based companies have effective strategies to optimize authorization rates and reduce soft declines. It's also important to have a strategic dunning process that will turn hard declines in to subscriptions in good standing. In this session, subscription experts will share:

- Best practices to turn declined recurring transactions into accounts in good standing through reusing, retrying and recycling payment methods
- Successful strategies to decrease involuntary churn
- Tricks of the trade to implement a successful dunning strategy

8:15 AM - 9:00 AM

Scoring Success For Manual Reviews
BEGINNER/INTERMEDIATE

According to a recent study, 89% of orders that are manually reviewed are eventually accepted. So, as companies scale, making this costly and time-consuming process more efficient is vital. In this presentation, online sports apparel retailer Fanatics demonstrates how it increased the efficiency and accuracy of its manual reviews by implementing a scoring-based review process known internally as "The 6 Pillars." This merchant-led session will highlight:

- Why a scoring-based system for manual fraud reviews could make sense for your business
- How to reduce the number of data points an analyst uses during manual review to streamline the process

Real-world effects "The 6 Pillars" had on the efficiency and accuracy of manual reviews for Fanatics

8:15 AM - 9:00 AM

The Rise of Authentication
BEGINNER

Whether they use passwords, device fingerprinting, biometrics, 3D Secure or another method, it's vital that online companies authenticate their users. Effective authentication can verify users, prevent fraud and protect consumer privacy. In this session, attendees will learn:

- The many benefits of user authentication including consumer confidence, Internet security protections and fraud prevention
- The different types of authentication, along with benefits and challenges of each
- The importance of considering more than one form of authentication, and of moving beyond passwords

8:15 AM - 9:00 AM

The Rise of Loyalty and Other Non-Payment Fraud and Abuse
BEGINNER/INTERMEDIATE

There are numerous ways to steal from an online merchant beyond fraudulently buying products. Loyalty fraud and promotional code abuse are also impacting the bottom line of many CNP companies. In this session, you will learn:

- How loyalty fraud and promotional code abuse translate into financial loss and non-financial impacts like branding and trust
- What non-payment fraud and abuse looks like to merchants right now, and methods to successfully reduce their impact

9:15 AM - 10:00 AM

Enhanced Fraud Prevention Using Email Risk Assessment
INTERMEDIATE

When was the last time you opened an account or bought something online without an email address? It's nearly impossible, and fraudsters know it. Email risk assessment enables a complete picture of the reputation and true identity of a customer by using positive and negative signals associated with an email address. In this presentation, you'll learn about:

- The unique power of the email address for identity validation
- Using email intelligence to stop fraudsters and approve good customers
- How email risk assessment can enable you to stay ahead of new trends, such as aging and farming accounts

9:15 AM - 10:00 AM

How Merchants Can Survive and Thrive in Today's Payments Environment
INTERMEDIATE

It has been nearly a decade since passage of the Durbin Amendment altered the rules governing the relationship between merchants, payment providers, issuing banks and the card networks. But confusion about merchants' rights still remains. In this presentation, representatives of MAG, an organization that advocates for merchants, will discuss current issues with payment acceptance and their ideas for a more balanced payments ecosystem, including:

- Why CNP merchants need to pursue their legal rights to route debit transactions and what's standing in their way
- The threat that the networks' honor-all-wallets policies pose to merchants
- Why open standards, rather than those promulgated by PCI-SSC and EMVco, are vital
- The lack of rationale behind CNP premium interchange rates

9:15 AM - 10:00 AM

Layering Fraud Tools to Both Defend and Grow Your Top Line Revenue
BEGINNER/INTERMEDIATE

The concept of creating "a layered approach" to fraud fighting is often suggested and discussed by experts, but what does it look like in practice? And what layers are appropriate for what kinds of businesses? In this session, our panel of experts examines:

- The different "layers" available, and how they work together to reduce fraud and false positives
- Various layering techniques used by different types of companies, and factors that should be considered when pairing different solutions or processes
- Creating a balance between too many layers (resulting in too many false positives) and not enough layers (resulting in missed fraud)

10:15 AM - 11:00 AM

ACH Acceptance: Challenges and Opportunities
INTERMEDIATE

More CNP merchants than ever are considering accepting ACH as a payment method for online and mobile transactions. What should a merchant know before adding ACH as a payment method? In this session, our experts will discuss:

- The checklist of items you should consider, including system changes and if ACH will resonate with your customer base and business model
- Pros and cons of accepting ACH, including fraud prevention timelines, responding to reversal disputes and suggestions for the management and reporting of fund transfers

10:15 AM - 11:00 AM

Assessing Transaction Risk: Rules vs. Machine Learning
INTERMEDIATE/ADVANCED

Multiple tools exist that fight fraud in multiple ways. Two of the main methods currently employed to assign a holistic risk score to orders are through rules or through machine learning. While both methods are effective, one might be a better approach to fighting fraud for your business than the other. In this session, you will learn:

- The benefits of and differences between these two ways to assess transaction risk
- Which types of businesses benefit most from each type of risk assessment method
- Considerations when deciding to implement one over the other

10:30 AM - 11:00 AM

2018 CNP/Risk Ident Fraud Operations Survey Results
BEGINNER

Often, fraud departments are flying blind regarding the most efficient ways to assemble their teams, conduct their operations and evaluate solutions. Join Card Not Present Editor-in-Chief D.J. Murphy and Sam Garwood of RiskIdent in this special CNP Expo session as they detail results of a new survey that asked fraud professionals to shed some light on the processes and tools digital merchants use to combat fraud. This inaugural benchmarking study will address:

- How merchants of different sizes and indifferent verticals compose their teams and KPIs they use to measure success
- Typical organizational structures and how they affect teams
- The mix of fraud prevention tools and manual review processes found across the industry

11:15 AM - 12:00 PM

Attacking & Minimizing Issuer Declines
ADVANCED

Issuing banks decline online transactions significantly more than in-store transactions, impacting top-line sales volumes and, in some cases, permanently driving customers to competitors. By studying patterns of declines, merchants and payment experts have developed strategies that can decrease declines for traditional single-purchase or subscription merchants. In this session, our panel will discuss:

- How to analyze your data and leverage your partners to increase payment acceptance
- Major sources of declines for recurring billers and strategies to recover them
- Recognizing common decline patterns and attacking them
- Strategies companies use to increase sales through authorization optimization

11:15 AM - 12:00 PM

Fraud in a Luxury Environment
BEGINNER/INTERMEDIATE

Fraud attacks impact all merchant verticals, however when your company sells expensive products, the stakes are especially high. Also, consumers buying luxury goods expect a high level of customer service and have long memories when a legitimate order is canceled, so false positives can be especially harmful in this environment. In this session, Kara Mangiere, a veteran in high-end retail fraud prevention will share her knowledge and experience in preventing fraud, while keeping the customer experience a priority. She will also share:

- Why fighting fraud in the luxury market is unique
- Strategies for reducing false positives, while still targeting fraud
- Use cases and examples of fraud tactics and creative responses to reduce the financial impact of fraud

11:15 AM - 12:00 PM

Selling Online in China: The Rise of Alipay and WeChat Pay
INTERMEDIATE/ADVANCED

China is the largest e-commerce market in the world, but, if you want to tap into the enormous revenue opportunity, credit-card acceptance is not going to fly with consumers there. Wallets and social selling may not be fully adopted in the West, but they are a must to compete in China. In this session, our panel examines:

- The dominance of Alipay and WeChat Pay in China
- Why effective partnerships are vital for competing in China effectively

90% of Merchants expect challenges for their business within the next 12 months – CNP Expo provides solutions to those challenges!

It has never been more important for merchants to be continuously informed about opportunities and threats around CNP transactions. We have been working hard to ensure CNP Expo 2018 is your one-stop shop for the information, new tools, and networking you need to maximize your revenue and minimize fraud risk.

If you are interested in attending CNP Expo, visit **www.cnpexpo2018.com/Education** and choose which pass best fits your needs.

	ALL ACCESS - 4 DAY PASS	NEW! Commerce Pass
Early Bird Price Deadline: February 15	$675	$50
Priority Price: February 16 - April 23	$950	$50
Standard Price: April 24 - May 13	$1,200	$50
Onsite Price: May14 - May 17	$1,200	$95
Education	4 Days Unlimited May 14 - May 17, 2018	Access to Keynote speakers May 15 - May 16, 2018
Networking Breakfast & Lunch	Five Meals provided throughout 3 days of the event	Coffee, beverages & snacks included Upgrade Option: Breakfast & Lunch *(Additional $300)*
Access to Expo Hall 2 Days Unlimited, May 15 - May 16, 2018	✓	✓
Discounted Hotel Rates Deadline to Book - April 23, 2018	✓	✓
Event Bag & Printed Directory	✓	✓
Subscription to CardNotPresent.com	✓	✓
Annual CNP Awards Ceremony Wednesday, May 16, 2018	✓	✓
Unlimited Education Access 4 Full Days - May 14-17, 2018	✓	
Boot Camp Grad School, Presented by Innovis Monday, May 14, 2018	✓	
Additional Networking Functions	✓	
Merchant Only Sessions Including Fireside Chats	✓	
Merchant-to-Merchant Mixer Monday, May 14, 2018	✓	

*Group Discounts: If 3 or more merchants register from the same company – you will receive a group discount of 10%