



Social Media Fraud Risks – Insights in 140 Characters (or less)

Identifying, Planning and Mitigating the Social Media Fraud Risks in an Organisation

DATE & VENUE

29 April - 30 April 2013

Sandton Convention Centre, Johannesburg-South Africa

DYNAMIC ENGAGEMENT BEYOND CURRENT INTELLECT



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CONFERENCE BACKGROUND

One does NOT have to look further than your smartphone, tablet or any electronic media device / billboard to know that Social Media is the new 'subject, object and adjective of the century'.

If statistics are anything to go by ...

- 91% of online adults use Social Media regularly
- There are more devices connected to the Internet than there are people on Earth (source: AllTwitter)
- 24% of people have missed witnessing important moments because they are too busy trying to write about them on social networks
- 24% of Americans and 28% of Brits have admitted to lying or exaggerating on a social network about what they have done and/or who they have met
- 40% of people spend more time socializing online than they do face-to-face (source: AllTwitter)
- Every minute of the day: •100,000 tweets are sent
- 684,478 pieces of content are shared on Facebook
- There are more than 2.27 billion people online (doubled since 2007)
- 53% of active adult social networkers follow a brand
- 80% of active internet users visit social networks and blogs (Source: AllTwitter)
- Almost 8 new people come onto the internet every second
- Social Media use has increased 356% in the US since 2006
- there are 152 million blogs on the internet
- 9/10 mobile searches lead to action – over half lead to purchase (source: Hubspot)

Source: 216 Social Media and Internet Statistics (September 2012), TheSocialSkinny.com

... then we are but touching the tip of the iceberg in terms of Social Media impact.

With Social Media impact comes great opportunity for organisations, irrespective which side of the ethical and legal frontier you find yourself in – i.e. an equal opportunity for entrepreneurs and seasoned cyber criminals abounds alike.

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DAILY INDUSTRY NEWS

THE POWER OF SOCIAL MEDIA IS IT FORCES NECESSARY CHANGE.

Erik Qualman

Social Media has brought a new era in mass communication and with it, created a conundrum on how to monitor and regulate its use.

Inasmuch as Social Media has improved social interaction dynamics, it has also attracted undesirable elements. Opportunists, dangerous criminals, organized crime syndicates, anti-social criminals and terror groups are now exploiting vulnerabilities of Social Media to plan and carry out anti-social criminal activities, organized looting and illegal protestations, human trafficking, rape, drug trafficking, paedophilia, hijacking, recruitment of terrorists and organized crime members, planning terror attacks, espionage, extortion; the list goes on! And scary to think that all these perpetrators now have a Social Media tool!

This threat is very real and has changed how we view information and technology as well as cyber security as we know it! Law enforcement and the legal justice system will increasingly have to navigate issues of monitoring, prevention and successful prosecution of crimes involving the use of Social Media. The same shifting paradigms are true for all organisations, irrespective of your size or the sector within which you work.

There is a serious need to understand current and impending Social Media threats and risks within the opportunity that Social Media brings and how to formulate approaches and strategies that can be applied 'as appropriate' by the various organisations – big or small.

THERE IS NO 'ONE SIZE FITS ALL' SOLUTION – BUT CHANCE DOES FAVOUR THE PREPARED!

This conference is also designed to provide a multidisciplinary and interactive educational opportunity for those involved in Social Media practices at their organisation to understand the 'Fraudscape' within the Social Media arena, taking into consideration forensic considerations on the street, in the corporate setting and in the courtroom.

To begin with, the Internet has made it easier to perpetrate crimes by providing criminals an avenue for launching attacks with relative anonymity. Increased complexity of communication and networking infrastructure is making investigation of cybercrime challenging. Illegal activity is often buried in large volumes of data that needs to be sifted through in order to detect crime and collect evidence. Investigations are increasingly cross-border requiring coordinated police efforts in different jurisdictions.

This 2 day conference covers the Social Media 'Fraudscape', the investigation of Social Media related matters and how to Twitter-Up, Linked-Up, Blog-Up, etc and ensure you have a hashtag to manage your Social Media fraud risks.

The conference brings together practitioners and researchers from diverse fields providing opportunities for business and intellectual engagement among attendees.

Mzansi Conferencing and Training is providing an opportunity that not only offers chances for critical cross-industry learning and valuable new business partnership and networking, but also high-quality training opportunities through expert presentations on Social Media Fraud Risks insights into the 'FraudScape' and some forensic techniques and methods, joining together key stakeholders from industry, academia and government in an effort to strengthen the need for effective forensic investigations.

COURSE OBJECTIVES

- Understanding the world of Risk Management as it applies to Social Media
- How Social Media Corporate Governance plays an important role in an organisation
- What the Social Media Fraud Reality is out there – globally and locally
- Why it is important to identify the Social Media Fraud Categories and how to limit the exposure
- How to manage the Social Media Fraud Risks
- Developing a Social Media Fraud Prevention Plan
- What legislation plays a part in the control of Social Media fraud
- Insights and Pitfalls to know about Social Media Forensics

FEATURES/ BENEFITS

- Interactive sessions
- Practical application of subject matter under discussion
- Use of video-based material
- Social Media Abuse / Fraud Case studies

WHO SHOULD ATTEND

- Bloggers
- Tweeters
- Risk Managers
- Internal Auditors
- Brand Protectors
- Chief Information Officers
- Social Media Practitioners
- Fraud / Forensic Investigators and Practitioners
- All people who are involved in the upholding of integrity in their organisation

ABOUT YOUR FACILITATORS / PRESENTERS

Mike Stopforth – Cerebra



Mike Stopforth is the founder and CEO of Cerebra, an integrated strategic communication agency that builds, engages and activates communities around brands. Cerebra's client list includes Vodacom, Nedbank, Toyota, Lexus, Woolworths, Altech, Servest and more.

He is a sought-after speaker on the subject of social media and marketing, a technology commentator for popular business and marketing websites and regularly lectures at executive business schools.

Mike also co-founded the 27dinner social networking movement and App Assassins development agency. He blogs at www.mikestopforth.com, and can be found on Twitter, Facebook and LinkedIn.

Dr Carla Enslin – Vega School of Branding (contact made, confirmation imminent)



Carla is one of the founding members of Vega School of Brand Leadership and heads Vega's national team of Navigators (lecturers) across 4 campuses. Vega's purpose is to graduate a new breed of brand innovators and creative communicators. Carla publishes, presents, trains and consults on brand identity design, concept development and contact strategy. She focused her doctoral research on the potential of alternative points of brand contact in breaking industry and category norms.

Lauren Hamilton – Chatterbox Digital



Lauren Hamilton is the Managing Director at Chatterbox Digital. Her passion for social media led her to start her own digital agency in 2009, where she lives and breathes social media everyday.

Chatterbox Digital is a specialist agency, supplying social media and digital solutions for clients who are ready to join the online revolution. We see all our clients as brothers-in-arms and so we build close, effective working relationships with them. The revolution is happening and you NEED to join the party.

Constable Scott Mills – Toronto Police Service | Corporate Communications | Social Media Officer
Relationships And Technology” | Internet Violence Prevention | Toronto
Police Corporate Communications Social Media Cop | Crime Stoppers
International | Social Media Adviser | Advocate of Open Data Initiatives,
Social Media, Internet and Law Enforcement



Detective Sergeant Cameron Field –
Financial Crimes Unit | Corporate Crimes Section | Social Media Team

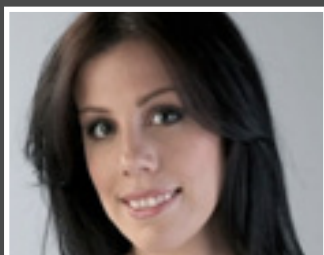


Field has been a member of the Toronto Police Services for 27 years. He is currently the manager of the Corporate Crimes Section and Social Media Team of the FCU. In November of 2011 the FCU embarked on an aggressive social media strategy to engage the community and its business and government partners. Field works with two other officers using Facebook, Twitter and other digital platforms to promote financial crime prevention.

He is the co-founder of the Social Media Working Group that includes numerous agencies committed to financial crime prevention through social media. Additionally Field is the co-moderator of #Fraudchat on Twitter. This program runs every week on Twitter and promotes public awareness of financial crimes. You can follow him on Twitter @cfieldFCU.

Field holds a Bachelor of Applied Arts in Justice Studies from the University of Guelph. In September he will be commencing a M.Sc. in Criminology at Leicester University in the UK. He is an adjunct instructor at both Humber and Sheridan Colleges in their Social and Community Studies Departments. He is a frequent lecturer at the Toronto Police College and throughout the private sector. He is a former Vice President of the Canadian Association of Threat Assessment Professionals and maintains memberships there and in the Association of Threat Assessment Professionals in the United States.

Candice De Carvalho / Co-Director and Co-Founder of Phatic Communications – Phatic
Communications



Candice de Carvalho is a co-founder and director of Phatic Communications, a digital and traditional PR agency based in Johannesburg.

Candice holds two masters degrees, both from the University of the Witwatersrand. In 2008 she completed an MSc in human genetics. Her research on genetic mutations in the Cystic Fibrosis gene in local Black and Coloured populations resulted in two published articles, one in the South African Medical Journal and the other in the Journal of Molecular Diagnostics, a paper that was jointly published with a Cystic Fibrosis working group in France.

During her studies she concurrently worked in the field of communications for a Public Relations agency, Pleiades Media. There she explored her interest in the social and political aspects of society, which inspired her to study further. She enrolled for a second Masters, this time in the social sciences. She completed her MSc in Bioethics and Health Law in 2011, her research answered the question: 'who owns your genetic material?' and has been published in the local SA Cardiology & Stroke Journal. She now sits on the editorial board of this Journal as an ethics advisor.

Her experience in communications inspired her to start her own digital PR agency with her partner Sarann Buckby in 2010. Phatic is a full-service digital & traditional PR agency that assists clients with building relationships with the media; harnessing the power of social media and online networks and digital publishing. Current clients include Edcon, Sony Pictures, Brightwater Commons and AdvTech among others.

Mario Fazekas / Fraud Prevention Director – Exactech Fraud Prevention Solutions



Mario, a certified fraud examiner, has over 18 year's fraud prevention experience, six of which were at Ernst & Young forensics where he headed up fraud prevention and was responsible for fraud prevention in their largest global audit client. He joined Exactech in January 2008 to create the Exactech fraud prevention practice.

Jonathan Le Roux / Audit, Forensic and Risk Specialist – CQS



Jonathan, a certified fraud examiner, has over 19 years risk management experience spread across internal auditing and fraud risk management to operational risk management. Jonathan spent over seven years of these at Old Mutual in the roles of Internal Auditor and Fraud Prevention Consultant and over three years at DirectAxis as Head: Operational Risk and Audit. The balance of time was spent in professional services firms of Ernst & Young Global Fraud Investigation and Dispute Services, Exactech Fraud Prevention Solutions and Crole Le Roux before joining CQS as Audit, Forensic and Risk Specialist in 2012.

Andre Naude / Senior Manager – Exactech Fraud Solutions



Andre has extensive experience in IT Security and Digital Forensics Audits. He has previously worked as a Systems Administrator at GBI in London, Network administrator at Taboq Systems and as a forensic examiner at DRS. He has spent much of his career consulting to both the public and private sector. In 2012 he joined Exactech as a Cyber Forensics Manager.

Jacques Van Rensburg – Cyber Forensics Manager – Exactech Fraud Solutions



In 1987 Jacques joined the South African Police Service (SAPS), which he left in 2008 whilst holding the rank of Captain. During his time in the SAPS, he did uniform investigations and also served with the Crime Intelligence Gathering unit. In 2002 he joined the Cyber Crime Unit Gauteng, where he served as an Acting Commander and Head of the Cyber Crimes Unit in Gauteng, Johannesburg. During this time, Jacques was involved in numerous criminal investigations ranging from multi-million rand fraud, computer security incidents to child abuse and child pornography. He started consulting in the private sector in 2008, where he was responsible for conducting computer forensic investigations as well as developing and presenting training courses in Computer Forensics. In 2012 he joined Exactech as a Senior Manager, responsible for the Computer Forensics business.

Emma Sadleir / Dispute Resolution, Information Law



Emma Sadleir is an expert in social media law. She obtained the degrees of BA LLB (with distinction) from the University of Witwatersrand and LLM in Media, Communications and Information Technology (with distinction) from the London School of Economics. Her areas of expertise include all aspects of social media law and media law, including free speech law, open justice, defamation, privacy, internet law, the Press Council, the Broadcasting Complaints Commission and the Advertising Standards Authority.



COURSE OVERVIEW

DAY - ONE

Monday, 29 April 2013

THEME: Understanding the Social Media 'FraudScape'

08:00 COFFEE & REGISTRATION

08:30 CHAIRMAN'S INTRODUCTION

08:40 Setting the current Social Media scene

- Mike Stopforth / CEO of Cerebra

09:40 Managing and Protecting your Brand

- Dr Carla Enslin / Vega School of Branding

10:25 Social Media Governance

- Candice De Carvalho / Phatic Communications

11:00 COFFEE BREAK

11:15 Legal considerations for the use of social media, including personal liability for comments online.

- Emma Sadleir

11:45 What is the 'Insider Threat' and how to protect your Brand with A Social Media Policy

- Mario Fazekas / Fraud Prevention Director of Exactech Fraud Prevention Solutions

12:00 Social Media To Save Lives LIVE AUDIO STREAM FROM TORONTO!!!

- Scott Mills

Vision of the Success And Safety Relationships And Technology

A Google Plus hangout on air connecting Toronto, Ontario Canada to Johannesburg, South Africa will feature Toronto Police Service Constable Scott Mills. To discuss the reality of social media being used to save lives. Social media can, and is being used to prevent suicides, gang violence, murders, sexual assaults, robberies, counterfeit sales and even a terrorist attacks. Learn how an integrated strategy with purpose, and process can lead to payoff and potential for community success and safety. The vision of a Crime Stoppers International Success and Safety Relationships and Technology Centre to save lives will be discussed.

12:00 Panel Discussion with Live Feed: The influence that Social Media has on Corporate Governance

- Chaired by: Candice De Carvalho / Co-Director and Co-Founder of Phatic Communications
- Panel to include Scott Mills, Cameron Field, Mario Fazekas, Emma Sadleir, Dr Carla Enslin and Mike Stopforth

DAY - ONE

Monday, 29 April 2013

13:00 LUNCH

14:10 Social Media Fraud Case Study 1: Facebook Fraternising

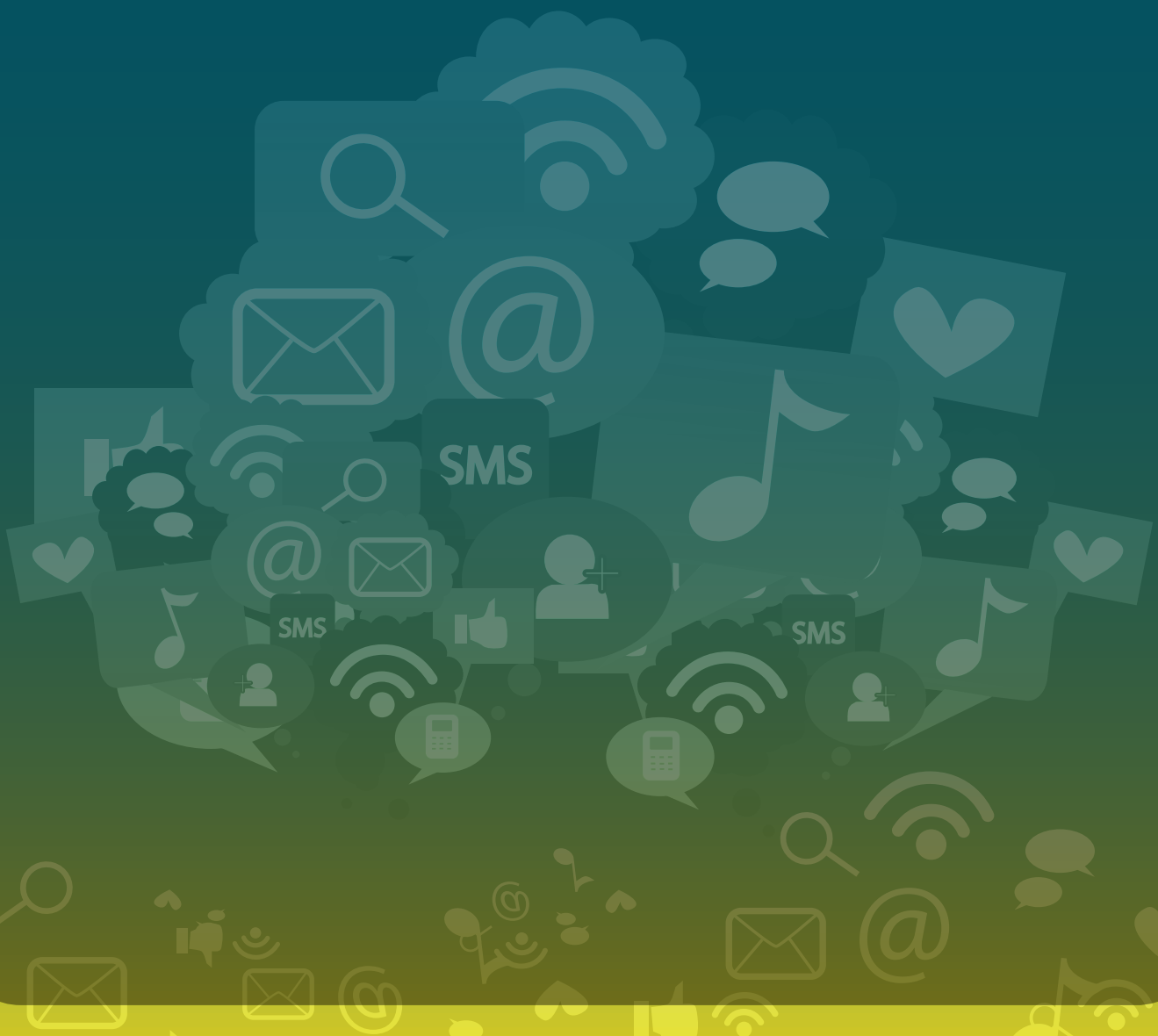
- Jacques Van Rensburg / Senior Manager of Exactech Fraud Prevention Solutions

15:40 COFFEE BREAK

15:50 Social Media Fraud Case study 2: LinkedIn Loopholes

- Jacques Van Rensburg / Senior Manager of Exactech Fraud Prevention Solutions

17:30 CLOSE OF DAY ONE



DAY - TWO

Tuesday, 30 April 2013

THEME: Shielding up for Social Media Threats

08:00 COFFEE

08:30 CHAIRMAN'S RE-OPENING – RECAP OF DAY 1 AND OVERVIEW OF DAY 2

08:40 Social Media Fraud Case Study 3: Mxlt Muddle

- - Andre Naude / Cyber Forensics Manager of Exactech Fraud Prevention Solutions

09:40 Social Media Fraud Case Study 4: YouTube Yaw

- - Andre Naude / Cyber Forensics Manager of Exactech Fraud Prevention Solutions

10:25 What Legislation plays a part in the control of Social Media fraud

- - Andre Naude / Cyber Forensics Manager of Exactech Fraud Prevention Solutions

11:00 COFFEE BREAK

11:15 Insights and Pitfalls to know about Social Media Forensics

- - Jacques Van Rensburg / Senior Manager of Exactech Fraud Prevention Solutions

12:00 Fighting the Crime of the 21st Century

- - Detective Sergeant Cameron Field

13:10 LUNCH

14:10 How to manage the Social Media Fraud Risks

- - Jonathan Le Roux / Audit, Forensic and Risk Specialist of CQS Technology Holdings

15:10 COFFEE BREAK

15:30 Social Media and The Future

- - Lauren Hamilton / ChatterBox Digital

16:30 Social Media ConferenceWrap-Up

17:10 CLOSE OF DAY TWO



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REGISTRATION FORM

Price per delegate is R7 500 excl. VAT

Book and pay before the end of March 2013 and get 10% discount

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Registration fees above include the following entitlements: Entrance to sessions, registration pack, daily lunch and refreshment breaks.

CANCELLATION NOTICE

By signing and returning the registration form, the authorizing signatory on behalf of the stated company is subject to the following terms and conditions:

Delegate Cancellations:

All cancellations must be received in writing and are subject to the following conditions:

- Charge of 50% of the registration fee, plus R700 (+ VAT) administrative charge will be made for cancellations received in writing at least 14 working days prior to the event.
- For any cancellations received less than 7 working days before the date of the event, the full fee will be payable and no refunds or credit notes will be given.
- If a registered delegate does not cancel and fails to attend the Summit, this will be treated as a cancellation and no refund or credit note will be issued.

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Delegate Substitution: Substitution is welcome at any time and do not incur any additional charges. Please notify Mzansi Training in writing of any such changes at least 3 days before the date of the event.

- Please note that the speakers and topics were confirmed at the time of publishing, however circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics.
- As such Mzansi Training reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alternations will be updated and sent to you as soon as possible.
- Delegate substitutions must be made in writing 7 days before the start of the event.

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