



TRMA SPRING CONFERENCE AGENDA

New Orleans, LA • February 28-29, 2012

“Laissez les bon temps rouler - Let the good times roll...into efficiency and profitability!”

Tuesday, February 28th

7:30 AM **Registration opens**

8:00 AM – **TRMA Learning Lab**

11:30 AM ***The Next Frontier: Shaping the Future with Social Media, Avatars, and Speech Analytics***

Are you ready for The Next Frontier?

Come join us for an interactive Learning Lab on shaping the future of your company with new technology. This 3 ½-hour workshop will offer practical insights regarding the use and implementation of social media, avatars, and speech analytics. The session will include case studies followed by round table discussions, promoting best practice sharing among the Learning Lab participants.

Come learn how new technology can take your company to the next level.

Case Studies:

Social Media: Andrea Austin & Brian Moore (Varolii)

Avatars: Denise Cross (LexisNexis)

Speech Analytics: Paul Beyer (Utopy)

Learning Lab Breakfast sponsored by Allied International Credit – available at 7:30am

Learning Lab Lunch sponsored by SoundBite

1:00 PM – **Welcome – Shelly Lally**

1:15 PM

1:15 PM –

1:30 PM

Antitrust Update – Tom Roberts, TRMA Attorney, Barrasso Usdin

1:30 PM – **Keynote – “Freedom from Fear”**

2:30 PM **Presenter: Mark Matteson** (sponsored by Convergent)

This timely message is based on Mark’s best-selling book by the same title. Mark customizes this inspiring (but highly practical!) presentation to lift your audience’s confidence and raise their performance. Some of the valuable takeaway gems your group will enjoy are:

- How to Live Life to the Fullest!
- 3 Simple Truths that Lead to Wealth, Joy, and Peace of Mind
- Moving from Breakdown to Breakthrough
- Releasing Your Own Resilience

This is the ideal keynote message for when you want to inspire your attendees to feel great about themselves and their future. Mark’s humorous and captivating stories make this a highly entertaining program packed full of helpful lessons about personal growth and productivity. Mark will help your attendees feel empowered in life and at work. Your audience will walk away with tools that they can put to use immediately.

2:30 PM – **A Protective Approach to Mobile Finance**

3:15 PM **Presenter: Jose Maglione, Neural Technologies**

Mobile finance and Mobile payments are one of the most exciting new developments in the telecoms sector with tremendous growth expected over the next few years. However, as the use of mobile payments grows globally so too does the risk of mobile payments fraud. Our discussion will address the concept of mobile finance/payments and opportunities, new risks for mobile operators, effective strategies to mitigate risks, and future trends. Specifically, the types of financial and security risks resulting from such potential actions as interception of transmission data, mobile malware, SIM swaps, and physical threats to NFC chips, money laundering and terrorist financing will be discussed.

Break (sponsored by iQor)



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3:15 PM –
3:45 PM **Break (sponsored by GC Services)**

3:45 PM – **Panel – Understanding & Preventing Fraud Using New Data Sources and Advanced Modeling Strategies**

4:45 PM **Facilitated by: Matt Ehrlich, Experian**

Panelists: Scott Matsushima, T-Mobile, Tim Maciejewski, AT&T, and Chris Celka, Experian

The telecommunications industry has seen an increase in customers using fraudulent practices to obtain products and services across all lines of business through the acquisition process. Leading companies are combating several new fraud schemes including mules, gaming, global roaming, and hijacking, to name a few. This panel will include industry experts from Experian, AT&T and T-Mobile who will discuss these emerging trends; the utilization of data, analytics and risk-based authentication in new ways to mitigate fraud risk; and automating decisions to create operational efficiencies.

4:45 PM – **Social Media – New Ways to Engage Customers**
5:30 PM **Presented by: Joel MacCharles, AIC**

Scope of presentation would include: Diminishing contacts with individuals – learning to go where the conversation is happening as opposed to demanding they come to you; Understanding the social construct and the concept of amplification as it relates to contact rates (and the redefinition of a contact); Understanding how people are connecting with each other and how that’s changing; Leading Customers in Maze – the importance of connecting with a single person in many different ‘Social Media’ rooms and how to bring them to other places that you’re at; Organizational Voice – How to ensure that multiple people represent your organization as a single voice.

5:30 PM – **Power to Care Charity Overview – Patty Riddlebarger, Entergy**
5:45 PM

6:30 PM – **Special Event**– sponsored by iQor and West Asset Management
10:00 PM

Our special event will be at the New Orleans historic landmark restaurant Mother’s. Along with a bountiful buffet of down home southern dishes we will have a silent auction with the proceeds going to benefit Entergy’s Power to Care program. So join us for an evening of bidding, imbibing, munching & networking in the TRMA theme of laissez le bon temps rouler!

Wednesday, February 29th

7:30 AM – **Breakfast** - Sponsored by CGI
8:30 AM

8:30 AM – **Welcome – Shelly Lally**

9:15 AM **2011 Awards & Accomplishments – Bob Bernard, TRMA President**



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9:15 AM – **Buddy, Can You Spare a Dime?**

10:15 AM
Presented by: Ryan Gilbert, BillFloat

Consumers are finding that obtaining credit is more challenging than ever. How are telecom companies and their subscribers being impacted? What is being done to address these challenges? Financial services entrepreneurs are leading the charge to service the growing number of credit challenged consumers. Following his testimony before Congress, Ryan Gilbert will talk about the initiative to expand consumer credit alternatives through legislative action and technology innovation.

10:15 AM – **Break**
10:45 AM

Roundtable Discussions

10:45 AM – **3 sessions: Session 1 - 10:45am to 11:15am, Session 2 – 11:20am to 11:50am, Session 3 – 11:55am to 12:30pm (5 minutes in between each session to switch roundtables)**

12:30 PM
Topics will include TCPA, Benchmarking, NCTUE, Credit Strategies for Commercial Accounts, Credit Strategies for Individual Accounts, Fraud – Including Credit Mules, Equipment Recoveries, Debt Sales (including Bankrupt accounts), Vendor Management Best Practices, and Legal Issues.

12:30 PM – **Lunch - Sponsored by Experian**
1:30 PM

1:30 PM – **Best Practices Within Collections Decisions Management**

2:30 PM
Presented by: Dawn Vanderwolf, Verizon

Hear the lessons learned in implementing Strata for collections at Verizon. Proven best practices effective in a complex and dynamic business environment include: • Alignment with program objectives • Business treatment model definition incorporating Batch and real-time collections decisioning • Dealing with regulations across multiple geographies and product categories • Best practices in treatment strategy development—driving consensus of “to-be” solutions.

2:30 PM – **The Impact of TCPA**

3:15 PM
Presented by: John Tallarico, SoundBite

Mobile technology has given consumers more flexible communication and self-service needs than what is outlined in the Telephone Consumer Protection Act and Fair Debt Collection Practices Act. Collection agencies should legally be able meet consumer demand and reach them through a variety of channels. The recent agreement between CTIA and FCC and legislative debate regarding automated dialers indicate a general acknowledgment that mobile communication between businesses and consumers is vital.

John Tallarico, Vice President of Product Management for SoundBite Communications, will address:

- The importance of mobile technology in collections
- Honoring consumer preferences
- How and why legislators should remove regulatory ambiguity

3:15 PM – **Break – Sponsored by L2C**
3:45 PM



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3:45 PM – **Use of Alternative Data in Credit and Fraud Assessment**

4:45 PM **Presented by: Jim Christiansen, LexisNexis**

Effective Risk Management in both credit and fraud are data-hungry operations that become more efficient and accurate when supported by access to rich sources of consumer behavioral data. Traditional credit bureau reporting enabled the development of automated credit scoring, electronic identity authentication and fraud detection. Over the past decade, new sources of non-tradeline behavioral data have enabled a great leap forward in credit scoring precision, and the introduction of multiple sources of identity authentication have dramatically improved fraud detection both in real-time scoring and in speeding manual investigation and identity research. This session will discuss the significant improvements in risk management resulting from a consideration of non-tradeline consumer report data.

Closing Remarks and Raffles – Sponsored by Penn Credit

4:45 PM Turn in your speaker and facilities surveys for tickets to be entered into raffles for great prizes. Past prizes have included DVD Players, GPS systems, digital photo frames and digital cameras. Stay tuned for the next great prize! You must be present to win!

5:30 PM – **Networking Cocktail Reception**

7:30 PM Sponsored by Afni and Southwest Credit

**** Please silence cell phones, laptops, etc., during the conference sessions ****