



CRF Credit & A/R Forum and EXPO—Orlando, FL

Monday August 13

8:00 - 12:00 **Technology Breakout Sessions - Various Provider User Group Meetings - Separate Registration Required**

12:00 - 2:00 Service Provider Exposition—Lunch will be provided in the EXPO Hall

2:00 - 2:15 **Break**

2:15 - 2:30 **Opening Remarks**

2:30 - 3:45 **Protecting Your Company in the Age of Electronic Transactions and Social Media: Where the Click is Mightier than the Pen - Bruce Nathan, Esq and Andrew Behlmann, Esq, Lowenstein Sandler LLP** - This program addresses the risks accompanying the increased use of electronic B2B contracts and social media. The speakers will discuss the law governing electronic signatures and contracts and best practices for creating an enforceable online credit application and integration of terms and conditions posted online into paper and electronic contracts. The speakers will then discuss the pros and cons of relying on social media, the benefits of a social media policy, and what a creditor can and cannot do in using social media as a tool to evaluate credit risk and collect claims, and the legal risks of acting inappropriately.

4:00 - 6:00 Service Provider Exposition and Cocktail Reception in the EXPO Hall

Tuesday August 14

7:00 - 8:30 **Breakfast Buffet**

8:30 - 9:00 **Opening Remarks**

9:00 - 10:15 **Economic Update - William Strauss, Sr. Economist and Economic Advisor, Federal Reserve Bank of Chicago** - The latest update and outlook on the US economy.

10:15 - 10:30 **Break**

10:30 - 11:45 **Cyber Insurance Coverage and More . . . What to Know About the New World of Insurance - Steve Bridges, Esq, Senior Vice President of Cyber and E&O Practice, International Risk Consultants now JLT Specialty, USA** - Hear what companies are doing to protect their firms from Cyber intrusions. The session will also debunk confusing issues associated with credit insurance, while providing insights into the latest applications of insurance as a risk mitigation tool. Learn the ins and outs, fact vs fiction when considering insurance as an opportunity to mitigate risk.

11:45 - 12:45 **LUNCH**

12:45 - 1:45 **Technology in a Financial Shared Services Environment - Chris Caparon, COO, Cforia Software** - Whether you are operating in a Shared Service Center, Global Business Services, centralized or decentralized environment, this session will address the latest technology trends in support of the discipline.

1:45 - 2:45 **Artificial Intelligence: 3 Ways AI and Machine Learning Will Transform Modern Credit Management - Robert Kirk, Sales Leader, Solution Advisory, Dun & Bradstreet** - Artificial Intelligence (AI) and machine learning, two huge buzzwords right now, are impacting modern business in big ways - including the world of commercial credit. While AI is not a new notion, it has taken on increased focus with the explosion of Big Data over the past few years. Machine learning holds the potential to make AI even more effective in the commercial credit industry, and may be a catalyst for AI's greater adoption. As AI increases in complexity, we need to examine the pivotal role that data quality has in determining the success businesses will have using AI and machine learning - - and some pitfalls to watch out for as organizations adopt these new technologies.

2:45 - 3:00 **Break**

3:00 - 4:00 **Cyber Security - Best Practices for a CIO and CEO's Consideration - Gregory A. Garrett, Head of US and International Cyber Security, BDO** - This session will address the top 10 recent cyber security trends, and provide an analysis of significant 2018 cyber events, including high-impact modes of attack such as ransomware, cryptocurrency heists and crypto-jacking. We will also address cyber security from a C-Suite perspective, sharing the 10 best practices for CEOs as they consider what to do about cyber security, and the top questions CIOs need to ask.

4:00 - 5:00 **Our Morphing Discipline - The Role Defined, Deliverables and Skill Set for Tomorrow's Order-to-Cash Leadership - Yesinne Alvarez, President, Federation of Credit & Financial Professionals** - This presentation will address the changing landscape for the credit professional, skills needed to maintain relevance in key leader positions and the gaps that need to be filled. We will also review the relationship between future business demands on staff and the fulfillment of the same with the millennial generation.

Wednesday August 15

7:30 - 9:00 **Continental Breakfast**

9:00 - Noon **CRF Open Forum** - Real time peer-to-peer exchange of needs and experiences.

Please refer to the CRF Events page for details on User Group Meetings being held in conjunction with the Forum