

2 CONFERENCES · 1 LOCATION · 40 SPEAKERS

Innovation in Payments

Defining the keys to success in the new payments ecosystem

23rd and 24th June 2014
Guoman Tower, London

Payments Fraud and Security

Explore the trends of today and tomorrow - gain insights from the industry's leading experts

23rd and 24th June 2014
Guoman Tower, London

Speakers include:



Reza Attar-Zadeh
Head of Retail Products
Santander



Ian Sayers
Chief Technology Officer
Zapp



Luke Olbrich
Senior Director and Head of EMEA Core Payments
PayPal



Kahina Van Dyke
Global Head, Global Initiatives
MasterCard



Jonathan Vaux
Executive Director, Digital
Visa



Ben Green
Head of Mobile and Payments
Santander



Ian Cranna
Vice President Marketing & Category
Starbucks Coffee Company UK



Darren Foulds
Director, Barclays Mobile and Pingit
Barclays



Jens Munch
Managing Director, UK
iZettle



Deniz Guven
Senior Vice President, Delivery Channels
Garanti Bank



Alex Grant
Managing Director Fraud, Global Retail Banking
Barclays



John Bree
Managing Director, Global Head of Security Investigation & Forensic Services
Deutsche Bank



Karen Tyler
Head of Fraud Strategy
Santander



Alasdair MacFarlane
Head of Security and Risk, (UK & I)
Royal Bank of Scotland



Carl-Richard Häggman
Chief Risk Officer
iZettle



Peter Wilson
Director
Home Office



Peter Bayley
Senior Vice President Fraud Management
Visa



Lord Erroll
Chairman
Digital Policy Alliance



Martin Hewitt
Deputy Assistant Commissioner, Specialist Crime & Operations
Metropolitan Police



Anne Green
Head of Fraud
Aviva

www.marketforce.eu.com/paymentsinnovation

www.marketforce.eu.com/paymentsfraud

“

Very well organised: good speakers and very good and interesting agenda.

Marketing Planning Executive, Visa Europe
- at *The Future of Cards and Payments*

”

Sponsor:

FIS
First in Financial Technology

The Consumer Payments Summit

23rd and 24th June 2014 | Guoman Tower, London

Building on the success of our long-running *Future of Cards and Payments* event, *The Consumer Payments Summit* has a new layout this year, with two 2-day conferences co-located to reflect the ever-changing payments landscape.

Innovation in Payments

The payments sector is undergoing a transformation. Innovations are enabling closer relationships with customers through loyalty schemes, digital engagement and new mobile offerings. Are you ready to make the most of these opportunities?

Join the debate with key industry leaders at *Innovation in Payments*. Hear from those at the cutting edge and take home fresh ideas to future proof your organisation's payments strategy.

Why you should attend:

- Learn more about cutting edge mobile payments technology
- Meet new innovative players such as Zapp, who could transform the payments sector
- Find out how to best utilise data analytics to create a customer-centric payments offering
- Network with key influencers ranging from banks to alternative players such as PayPal
- Hear about payments solutions and initiatives in development

Innovation in Consumer Payments Webinar

Which technologies will help banks stay ahead of the game in the payments innovation race?

**Broadcast live on 9th May, 1pm GMT
and available on demand after**

The payments industry is at the forefront of innovation in the financial services sector. Rapid developments in mobile and social payments, in response to evolving consumer behaviour, are changing the payments environment. From start-ups to telcos, new entrants are driving change and banks must keep pace.

This free webinar, in association with FIS, will explore how consumers are changing the way that they want to pay, how payment options are developing and which new technologies will win in an increasingly crowded payments space. The questions, comments, tweets and poll results from this webinar will then be debated at the Innovation in Payments conference. Join us and add your voice to the discussion – we look forward to hearing your contribution to the debate and your thoughts on which new payment methods will take-off.

Register free now at:

www.marketforce.eu.com/paymentswebinar



Comments from our delegates:



One of the better conferences I attend. Panel discussion really provides greater insight into developments.

Kim Heaton, Manager Industry Relations, Commercial Payments, The Co-operative Bank

Very interesting and informative. I thought all speakers and chairs were exceptionally good.

Simon Tippet, Project Manager, Principality

Very good, knowledgeable speakers and a good range of subjects.

Eric Smith, Senior Payments Consultant, Alaric Systems Limited



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Payments Fraud and Security

With online card fraud rising by 23% and banks losing £475 million last year, it's more important than ever to tackle the growing problem of payments fraud. Bringing together senior representatives from banks, card schemes, payment processors and more, Marketforce's *Payments Fraud and Security* conference is the perfect opportunity to meet your peers, gain insights to inform your strategy and help win the battle against fraud.

Why you should attend:

- Get a better understanding of the impact of fraud in mobile payments
- Network with some of the industry's major figures and see which areas they are focusing on
- Share best practice with colleagues to promote improvements in fraud prevention and detection
- See how other sectors are tackling fraud and how this can translate to banking
- Devise strategies and plan your fraud defences for the year ahead

Sponsor:



FIS is the world's largest global provider dedicated to banking and payments technologies. With a long history deeply rooted in the financial services sector, FIS serves more than 14,000 institutions in over 110 countries. Headquartered in Jacksonville, Fla., FIS employs more than 37,000 people worldwide and holds leadership positions in payment processing and banking solutions, providing software, services and outsourcing of the technology that drives financial institutions. With offices in 28 countries worldwide, FIS is your global team of local card and banking experts.
www.fisglobal.com



Join the debate on twitter using the hashtag #payments14 or follow @MarketforceRB

Innovation in Payments Day 1 - Monday 23rd June 2014		Payments Fraud & Security Day 1 - Monday 23rd June 2014	
09.00	Welcome address by Juliet Knight , Director, Marketforce	09.00	Welcome address by Rachel Stark , Commercial Director, Marketforce
09.05	Chairman's opening remarks	09.05	Chairman's opening remarks Richard Fraser , Managing Director, Global Financial Institutions, FIS
1	Prospering in the new payments ecosystem	1	Responding to the shifting fraud landscape
09.10	Remaining at the forefront of payments: keeping pace in a fast-changing world Shashidhar Bhat , Head of Digital Platforms, EMEA, Citi	09.10	Developing a successful fraud strategy through cross-departmental cooperation John Bree , Managing Director, Global Head of Security Investigation & Forensic Services, Deutsche Bank
09.30	Innovating for profit – balancing new and established investment priorities Jonathan Vaux , Executive Director, Digital, Visa	09.30	The key to prevention: building a robust internal security strategy Karen Tyler , Head of Fraud Strategy, Santander
09.50	Customer-centric payments: exploring next steps in consumer engagement Luke Olbrich , Senior Director and Head of EMEA Core Payments, PayPal	09.50	Responding to an increasingly multi-channel fraud landscape Alasdair MacFarlane , Head of Security and Risk, (UK & I), Royal Bank of Scotland
10.10	Advisory session	10.10	Advisory session
10.30	Panel Discussion and Questions Identifying the prerequisites of success in a changing consumer payments market <ul style="list-style-type: none"> • New technologies and customer expectations: how are payment providers responding? • A mobile future? How can banks ensure their place at the front of the value chain? • What value-added services can be incorporated into payments offerings? • To what extent will collaboration be critical to success in payments? • A threat or a partnership opportunity: how should new entrants be viewed? 	10.30	Panel Discussion and Questions Assessing the impact of new fraud threats: how should banks respond? <ul style="list-style-type: none"> • Card fraud vs. emerging threats: is the right balance of resource allocation being struck? • Increasingly sophisticated payment fraud: can banks win the battle? • Which new fraud detection technologies have the greatest potential? • How important are customer awareness campaigns?

The Consumer Payments Summit

23rd and 24th June 2014 | Guoman Tower, London

Innovation in Payments

- How will the Payment Services Directive II affect new entrants?
- A data revolution: from loyalty to ancillary revenue – how great is the opportunity?

Shashidhar Bhat, Head of Digital Platforms, EMEA, **Citi**
Luke Olbrich, Senior Director and Head of EMEA Core Payments, **PayPal**

Kahina Van Dyke, Global Head, Global Initiatives, **MasterCard**
Jonathan Vaux, Executive Director, Digital, **Visa**

11.00 Refreshments

2 Seizing the opportunities in mobile payments

11.30 Charting mobile take-up to date

- Exploring customer take-up of mobile banking apps
- Evolution or revolution: how should banks approach mobile?
- Understanding the spread of P2P payments into P2B and B2B
- From mobile wallets to m-commerce: where is the next growth area?

Darren Foulds, Director – Barclays Mobile and Pingit, **Barclays**

11.50 M-payments: ensuring a dominant position for banks

- How significant is the disintermediation threat from new entrants?
- How can banks ensure that they remain top of wallet in the value chain?
- QR codes, NFC, browser payments: where should banks focus their attention?
- Are partnerships the key to success or should banks focus on proprietary differentiation?

Ben Green, Head of Mobile and Payments, **Santander**

12.10 Advisory session

12.30 Mobile Voting

How will mobile payments evolve?

Delegates will vote on a series of questions using their mobile devices. The panel will discuss the poll results as they appear. Themes covered in the session will include:

- The current state of play in mobile payments adoption
- What will incentivise consumers and retailers to adopt mobile payments?
- The position of banks, cards schemes and telcos in the wider payments sector
- The significance of partnerships in forging a route to success in mobile
- Understanding which technology is best suited to mobile payments

Darren Foulds, Director – Barclays Mobile and Pingit, **Barclays**
Ben Green, Head of Mobile and Payments, **Santander**
Timo York, Head of Wallet Services, **Weve**
Konstantin Wolff, Founder and Chief Executive, **Payleven**

13.00 Lunch

3 Driving loyalty – harnessing the potential of payments data

14.15 Using data to shape effective loyalty programmes

- Getting the full picture: to what extent are banks able to link multi-channel payment data?
- Which data sources provide the most relevant information?
- The potential of location-based data: delivering personalised customer offers
- Is a critical mass of retailer relationships required to create meaningful incentives?

Terry Cordeiro, Head of Mobile, **Royal Bank of Scotland**

Payments Fraud & Security

- Data sharing and analytics: how can customer information best be used to tackle fraud?
 - Bringing fraudsters to account: how can the industry improve prosecution rates?
 - Weak spots and vulnerabilities: where will fraud move next?
- John Bree**, Managing Director, Global Head of Security Investigation & Forensic Services, **Deutsche Bank**
Karen Tyler, Head of Fraud Strategy, **Santander**
Alasdair MacFarlane, Head of Security and Risk, (UK & I), **Royal Bank of Scotland**
Alex Grant, Managing Director Fraud, Global Retail Banking, **Barclays**

11.00 Refreshments

2 Cybercrime: understanding the threats; building the defences

11.30 Keeping pace with cyber threats: identifying the most effective strategies

- How are banks responding to the rise in online identity theft?
- From anti-malware to biometrics: which techniques are most successful?
- The impact of Faster Payments: can threats be spotted sufficiently quickly?
- How great a problem for banks is sensitive consumer data stored on retailers' sites?

Mike Jolley, Head of Information Security and Risk, **Yorkshire Building Society**

11.50 The hacker's perspective: identifying weaknesses in online systems

- Understanding the lurking threat: are banks aware of the scale of hacking?
- What are the common areas of weakness in bank security systems?
- How can banks better keep up with hackers and wider cybercrime trends?

Dr. David Day, Senior Lecturer in Information Security and Forensics, **Sheffield Hallam University**

12.10 Advisory session

12.30 Keynote Address

The establishment of the Metropolitan Police's cybercrime unit
The Metropolitan Police is creating a dedicated cybercrime unit aimed at targeting the growth in online crime. With an estimated 65% increase in cybercrime over the past year, the new organisation will seek to collaborate with the financial services sector to increase cybercrime prosecutions and bring increased stability to the industry.

Martin Hewitt, Deputy Assistant Commissioner, Specialist Crime & Operations, **Metropolitan Police**

12.50 Questions

13.00 Lunch sponsored by FIS

3 Uncharted territory – predicting fraud in mobile payments

14.15 A closer look at mobile payments fraud

- To what extent is mobile payments fraud currently occurring?
- A data security minefield: how great is the future threat on mobile?
- How can banks predict fraud threats for solutions still in development?

Peter Bayley, Senior Vice President, Fraud Management, **Visa**

Innovation in Payments

14.35

Case Study

From rewards into loyalty: using insight to drive customer retention

The Nectar programme is famous for helping large companies improve customer retention through the data driven application of loyalty strategies. Delegates will hear how Nectar helps clients to make business personal by helping large companies to act like small businesses in the ways they engage with their customers. Steven will share real examples of work for clients such as Sainsbury's, eBay and Homebase to bring these strategies to life.

Steven Martin, Insights Director, Nectar

14.55

Advisory session

15.15

Brainstorming Session

How can financial institutions make the most of customer data?

In this session, delegates will brainstorm at their tables the three most significant ways in which banks and cards schemes could better utilise data to engage customers and drive profits. A representative from each table will then feed back their conclusions to the wider conference.

15.45

Refreshments

4

Differentiating your card offering

16.15

American Express: driving digital engagement forward

American Express is creating partnerships that deliver seamless experiences on digital platforms where its card members are spending their time. Delegates will hear how the Company is bringing its core values and assets to life in new and scalable ways, and is creating first-ever experiences for its card members and merchants. An insight will be given into the innovative technology and marketing strategies being launched on global platforms to drive digital engagement and online spend.

Stacy Gratz, Vice President, International Digital Partnerships & Development, American Express

16.35

Case Study

123 card: the power of cash-back

Santander's 123 card revolutionised the market with its innovative approach to cash-back. Delegates will hear feedback on how customers have responded to the 123 product and also how the organisation is looking to expand the service and incorporate it into its mobile offering.

Reza Attar-Zadeh, Head of Retail Products, Santander

16.55

Questions

5

Exploring the next generation of payments

17.05

Keynote Closing Address

Kahina Van Dyke, Global Head, Global Initiatives, MasterCard

17.25

Questions

17.30

Chairman's closing remarks and end of day one

Payments Fraud & Security

14.35

Case Study

Sixdots: enabling the future of shopping

Sixdots has re-imagined how customers will shop online and on mobile and has set the Belgian standard for secure m-payments. Customers' cards and personal data are stored on the mobile device and a six digit pin is used to verify tap and pay purchases. The goal is to facilitate convenient m-payment whilst having enhanced payment security at the heart of the organisation.

Marc Masure, Head of Security, Sixdots

14.55

Case Study

Contactless payments: overcoming the security concerns

MasterCard is set to launch its long-awaited contactless mobile payments app in the UK market. The service will enable customers to store multiple cards and loyalty offers and is expected to be accepted by all merchants who already accept MasterCard. Delegates will hear from MasterCard about the security features it has put in place when developing its mobile payment offering.

Chris Kangas, Head of Contactless Product Management, Europe, MasterCard

15.15

Advisory session

15.35

Questions

15.45

Refreshments

4

Sharing best practice across banking and insurance

16.15

Case Study

Improving fraud prosecution rates

In this case study, delegates will hear about techniques used in the insurance sector to detect and tackle fraud. Steve Jackson will discuss the wider fraud strategy at Covéa as well as best practice within the wider industry in reducing fraud.

Steve Jackson, Head of Financial Crime, Covéa Insurance

16.35

Interview

What can banks learn from the fight against insurance fraud?

- Which fraud trends have been most problematic for banks and insurers in the past year?
- What challenges are common across both sectors and how can these be overcome?
- In which areas would greater bank-insurer collaboration be most valuable?
- How can bank fraud teams interact best with their insurance counterparts?
- The Insurance Fraud Bureau: what can banks learn about data-sharing?
- How can banks learn from insurers when it comes to prosecuting fraudsters?

Alastair Sheen, Senior Card Fraud Manager, HSBC

Anne Green, Head of Fraud, Aviva

Steve Jackson, Head of Financial Crime, Covéa Insurance

17.15

Chairman's closing remarks and end of day one

The Consumer Payments Summit

23rd and 24th June 2014 | Guoman Tower, London

Innovation in Payments Day 2 - Tuesday 24th June		Payments Fraud & Security Day 2 - Tuesday 24th June	
09.00	Chairman's opening remarks	09.00	Chairman's opening remarks
09.05	 Keynote Opening Address	09.05	 Keynote Opening Address
	The Payment Services Directive II: what will the impact be? Jessica Richards, Director of Industry & Member Affairs, Payments Council		The Payment Services Directive II: what will the impact be? Jessica Richards, Director of Industry & Member Affairs, Payments Council
09.25	Questions	09.25	Questions
6	Customer-centric approaches to fraud prevention	5	Customer-centric approaches to fraud prevention
09.30	Balancing robust fraud solutions with innovation and customer experience Lord Erroll, Chairman, Digital Policy Alliance	09.30	Balancing robust fraud solutions with innovation and customer experience Lord Erroll, Chairman, Digital Policy Alliance
09.50	Educating consumers in payments fraud prevention Peter Wilson, Director, Home Office	09.50	Educating consumers in payments fraud prevention Peter Wilson, Director, Home Office
10.10	Advisory session	10.10	Advisory session
10.30	 Interview	10.30	 Interview
	Keeping customers at the heart of your fraud strategy <ul style="list-style-type: none"> Do security procedures inevitably have a negative impact on customer experience? Could more be done to improve communication with customers about fraud risks? Understanding the customer: to what extent can financial institutions tailor fraud responses? Should freezing accounts be the last resort? Could less disruptive measures be used? Should banks accept some degree of fraud loss in the interest of customer experience? Keeping customers happy: what post-fraud actions need to be taken? Lord Erroll, Chairman, Digital Policy Alliance Peter Wilson, Director, Home Office		Keeping customers at the heart of your fraud strategy <ul style="list-style-type: none"> Do security procedures inevitably have a negative impact on customer experience? Could more be done to improve communication with customers about fraud risks? Understanding the customer: to what extent can financial institutions tailor fraud responses? Should freezing accounts be the last resort? Could less disruptive measures be used? Should banks accept some degree of fraud loss in the interest of customer experience? Keeping customers happy: what post-fraud actions need to be taken? Lord Erroll, Chairman, Digital Policy Alliance Peter Wilson, Director, Home Office
11.10	Refreshments	11.10	Refreshments
7	E & M-commerce – the shift in customer purchasing patterns	6	Delivering improved fraud prevention through data analytics
11.40	 Case Study	11.40	Connecting the data dots: identifying trends and spotting anomalies
	My Starbucks Rewards: utilising mobile in retail <i>Launched into the UK in January 2012, the 'My Starbucks Rewards' (MSR) programme combines loyalty and payment for customer speed and convenience. On mobile (iOS and Android) the Starbucks App provides MSR members with the ability to pay for coffee and food and collect rewards stars, all from the convenience of their handheld smartphone.</i> Ian Cranna, Vice President Marketing & Category, Starbucks Coffee Company UK		<ul style="list-style-type: none"> How good are banks at identifying uncharacteristic payments behaviour? Which data sets are most useful in identifying payments fraud? Building the picture: combining internal and external data to improve fraud prevention Geo-mapping: is it the key in identifying fraud hotspots? Martin Salter , Senior Manager – Fraud Analytics Team, Special Investigations Department, Nationwide
12.00	Advisory session	12.00	Creating an internal framework to make the most of data
12.20	 Case Study		<ul style="list-style-type: none"> How well are teams sharing data internally to improve payments fraud prevention? The challenge of a comprehensive risk framework: how can data be integrated most effectively? Accessing the right analytical talent: recruitment vs. training? Amar Singh , Chair of Security Group, ISACA
	Bitcoin: unlocking the potential of virtual currency for everyday purchases <i>Bitcoin has taken the world by storm over the past year and the organisation is now making the transition to becoming an accepted payment form with wider retailers. In this case study, delegates will hear where Bitcoin feels it has the edge in consumer purchases and the impact of virtual currencies more generally on the retail experience.</i> Jon Matonis, Board Director, Bitcoin Foundation	12.20	Advisory session

Innovation in Payments

- 12.40 **The opportunities for banks in m-commerce**
- Leading the way in m-commerce: what are the key factors for success?
 - 23 mobile apps launched simultaneously: how have customers responded?
 - What impact does a successful m-commerce offering have on engagement?
 - Retail apps vs. bank apps: which will dominate in the future?
- Deniz Guven**, Senior Vice President, Delivery Channels, **Garanti Bank**

13.00 Questions

13.15 Lunch

8

Innovation in M-payment solutions – understanding the implications

In this session, delegates will hear three 15 minute case studies exhibiting industry leading m-payments initiatives. Delegates will then have the opportunity to pose questions to the speakers in a panel discussion.

- 14.30  **Case Study**

Sixdots

Sixdots is a joint project of all the major banks and mobile operators in Belgium. Sixdots will provide consumers with a MasterPass wallet combined with a smartphone app. The Belgian banks want to promote the growth of a new generation of web and mobile payments.

John van der Heyden, Marketing Director, Payments, **BNP Paribas Fortis**

- 14.45  **Case Study**

iZettle

iZettle has enabled small businesses to use mobile devices as a means of accepting card payments. Hear how iZettle is increasingly focusing on providing data analytics services for its retail partners, enabling them to improve efficiency and product take-up.

Jens Munch, Managing Director – UK, **iZettle**

- 15.00  **Case Study**

Zapp

Zapp is an innovative new player set to transform mobile payments and is seen as a catalyst to mass-adoption of the technology. The service links customers' accounts to their mobile phone number and aims to speed up the payment process.

Ian Sayers, Chief Technology Officer, **Zapp**

- 15.15  **Panel Discussion and Questions**

How will developments in MPOS affect the strength of established payment providers?

- Separating the wheat from the chaff: which technologies will dominate?
- Bringing new solutions to market: which partnerships are most critical?
- Do m-payments direct from bank accounts pose a threat to card schemes and acquirers?
- How are payment innovations likely to affect consumers' use of credit vs. debit?
- Evolution or paradigm shift – how great a market change will payment innovation bring?

Jens Munch, Managing Director – UK, **iZettle**

Ian Sayers, Chief Technology Officer, **Zapp**

John van der Heyden, Marketing Director, Payments, **BNP Paribas Fortis**

15.55 Chairman's closing remarks and end of conference

Payments Fraud & Security

- 12.40  **Case Study**

CIFAS: sharing data to tackle payments fraud

The CIFAS National Fraud Database pools confirmed fraud incidents committed by individuals and companies across multiple sectors. Participating organisations are required to operate effective in-house procedures to enable fraud to be identified, prevented and shared. With all major UK banks already members of the organisation, delegates will hear how CIFAS is seeking to combat evolving payments threats going forward.

Sue Wishart, Head of Member Strategy, **CIFAS**

13.00 Questions

13.15 Lunch

7

Security and innovation – hand in hand

In this session, delegates will hear three 15 minute presentations from industry innovators focusing on security precautions across different channels. Delegates will then have the opportunity to pose questions to the speakers in a panel discussion.

- 14.30 **Combining ease of use with robust security: combating fraud on mobile**

Carl-Richard Häggman, Chief Risk Officer, **iZettle**

- 14.45 **Nimble and secure: delivering innovation whilst building trust**
Speaker to be confirmed

- 15.00 **Maintaining consistent fraud defences across a multi-channel strategy**

Alastair Sheen, Senior Card Fraud Manager, **HSBC**

- 15.15  **Panel Discussion and Questions**

Achieving the balance between security provisions and industry-leading innovation

- Does security hinder the speed at which companies can innovate?
- Do new players have an advantage and will new regulation level the playing field?
- What are the main challenges in providing security features on new technologies?
- What priority is security given in the product creation process?
- Securing corporate buy-in: how can fraud teams ensure their concerns are heard?
- How often do security features need to be assessed and updated?

Carl-Richard Häggman, Chief Risk Officer, **iZettle**

Alastair Sheen, Senior Card Fraud Manager, **HSBC**

Further panellist to be confirmed

15.55 Chairman's closing remarks and end of conference

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The Consumer Payments Summit

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