

VIEW SEMINAR DETAILS, PRESENTER & AGENDA

Join our Richmond Chapter, the Association of Certified Fraud Examiners and the Virginia State Police for this two day, in depth seminar, **Using Data Analytics to Detect Fraud!**

According to the ACFE's 2014 *Report to the Nations on Occupational Fraud and Abuse*, proactive data monitoring and analysis is among the most effective anti-fraud controls. Organizations which undertake proactive data analysis techniques experience frauds that are 60% less costly and 50% shorter than organizations that do not monitor and analyze data for signs of fraud.

Using Data Analytics to Detect Fraud will introduce you to the basic techniques of uncovering fraud through data analysis. Taking a software-independent approach, this two-day course provides numerous data analytics tests that can be used to detect various fraud schemes. You will also discover how to examine and interpret the results of those tests to identify the red flags of fraud.

BETHMARA KESSLER, CFE, CISA **Chief Audit Executive** **Campbell Soup Company**

Ms. Kessler is the Chief Audit Executive at the Campbell Soup Company. Prior to joining Campbell's, she served as the CAE and Co-Chief Compliance Officer at Warner Music Group. Her extensive experience includes leadership roles in audit, compliance, risk management, corporate investigations, business process improvement, and IT in a range of businesses, including The Fraud and Risk Advisory Group, L Brands, EMI Group, Avon Products, Nabisco, and Ernst & Young.

Ms. Kessler is a passionate fraud fighter and frequently speaks on a variety of topics related to fraud prevention and detection, investigations, auditing, compliance, and risk. She is on the ACFE Faculty and Advisory Council. She is a contributing author to the ACFE's *Fraud Examiner Manual* and *Fraud Casebook: Lessons from the Bad Side of Business*, as well as several articles that have appeared in *Internal Auditor Magazine*, *The Journal of Accountancy*, and other specialty publications.

So, join renowned forensic accountant and fraud examiner, Bethmara Kessler for her two day seminar, '**Using Data Analytics to Detect Fraud**' (16 CPE). Organizations which undertake proactive data analysis techniques experience frauds that are 60% less costly and 50% shorter than organizations that do not monitor and analyze data for signs of fraud. This seminar is designed to meet the needs of practicing auditors, fraud examiners and forensic accountants; you don't have to be an information management professional to apply these techniques, you just have to understand how to apply them during actual investigations.

Who Should Attend

Controllers and corporate managers;
Forensic and management accountants, accounts payable and financial analysts;
Internal and external auditors, CPAs and CAs;
IT professionals;
Certified Fraud Examiners and other anti-fraud professionals.

You Will Learn How To:

- Recognize the types of data and available tools that can be used to look for signs of fraud;
- Implement the full data analytics process from determining which data to acquire to evaluating the results;
- Apply numerous fundamental, advanced and non-traditional data analysis techniques;
- Analyze non-numeric data, such as text and timelines, for signs of fraud;
- Identify anomalies and recognize common red flags of fraud that appear in the data;
- Use data analytics tests to detect various asset misappropriation, corruption and financial statement fraud schemes and much more!

	<i>April 8, 2015 Agenda - Using Data Analytics to Detect Fraud</i>
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8:00-9:20 a.m.	Introduction to Data Analytics This session will introduce participants to the uses, benefits, and challenges of data analytics techniques. Participants will also learn about the types of data that can be analyzed and will discuss some software options for performing data analysis tests.
9:20-9:35 a.m.	<i>Break</i>
9:35-10:55 a.m.	The Data Analysis Process The results of any data analysis technique are only as good as the underlying data that is examined. Participants will learn how to formulate an overarching methodology for building a data analytics program—from data identification and acquisition through reporting the analysis results—and how to tie the process to the organization’s fraud risk assessment to most effectively detect fraud.
10:55-11:10 a.m.	<i>Break</i>
11:10 a.m.-12:30 p.m.	Fundamental Data Analysis Techniques In this session, participants will discuss many of the most common data analysis techniques—such as duplicate testing, matching, gap testing, and compliance verification—that can be used to comb through the data and identify anomalies and red flags of fraud.
12:30-1:30 p.m.	<i>Lunch on Your Own</i>
1:30-2:50 p.m.	Advanced Data Analysis Techniques There are numerous sophisticated analysis techniques that can be particularly useful in analyzing datasets for symptoms of fraud. This session includes discussions of Benford’s Law analysis, regression

	analysis, reasonableness testing, and several other tools that data analysts can use to take their fraud detection efforts to the next level.
2:50-3:05 p.m.	<i>Break</i>
3:05-4:25 p.m.	<p>Other Data Analysis Techniques</p> <p>In this session, participants will learn about non-traditional data analysis tests that identify the red flags of fraud, such as textual, visual, and timeline analytics. They will also discuss methods for ranking particular transactions and individuals based on a composite of red flags identified through data analysis techniques.</p>

	<i>April 9, 2015 Agenda - Using Data Analytics to Detect Fraud</i>
8:00-9:20 a.m.	<p>Data Analysis Tests for Detecting Billing and Check Tampering Schemes</p> <p>This session explores specific tests that participants can use to uncover fraud schemes within the accounts payable and cash disbursements functions of their organizations. Using discussion scenarios to walk through data analytics techniques, participants will learn to identify red flags of these types of fraud that appear in the data.</p>
9:20-9:35 a.m.	<i>Break</i>
9:35-10:55 a.m.	<p>Data Analysis Tests for Detecting Payroll and Expense Reimbursement Schemes</p> <p>This session highlights data analysis techniques that participants can use to uncover particular fraud schemes within the payroll and expense reimbursement functions of their organizations. Using discussion scenarios to walk through data analytics techniques,</p>

	participants will learn to identify red flags of these types of fraud that appear in the data.
10:55-11:10 a.m.	<i>Break</i>
11:10 a.m.-12:30 p.m.	<p>Data Analysis Tests for Detecting Theft of Cash Receipts and Inventory</p> <p>This session explores specific data tests that participants can use to spot red flags of the theft of incoming cash receipts and of inventory in their organizations. Using discussion scenarios to walk through data analytics techniques, participants will learn to identify red flags of these types of fraud that appear in the data.</p>
12:30-1:30 p.m.	<i>Lunch on Your Own</i>
1:30-2:50 p.m.	<p>Data Analysis Tests for Detecting Corruption</p> <p>Corruption schemes can be particularly difficult to detect, as so many clues for these schemes fall outside the company's financial records—and thus outside the traditional realm of data analytics. This session provides participants with numerous techniques that can be used to analyze the structured and unstructured data in which warning signs of corruption schemes are often found.</p>
2:50-3:05 p.m.	<i>Break</i>
3:05-4:25 p.m.	<p>Data Analysis Tests for Detecting Financial Statement Fraud</p> <p>This session focuses on targeted data analysis tests to identify various financial statement fraud schemes. By using these techniques to analyze the financial statements, the related disclosures, and the underlying data, fraud examiners can identify anomalies and uncover financial statement manipulation.</p>

