

DAY ONE

7:30-8:00 a.m.	Registration	Breakfast Pastries
8:00-9:20 a.m.	You, the Expert	Fraud examination is a growing field, and people come to the profession with a wide range of backgrounds and experience. This session will describe the many types of services Certified Fraud Examiners (CFEs) perform and how to find your niche to attract clients.
9:20-9:35 a.m.	Break	
9:35-10:55 a.m.	Strategic Planning	No business can succeed without a strategic plan. There is no form in your local bookstore for a fraud examination business plan, but we have the solution. In this session, you will learn how to put together a plan for your business to succeed in this growing industry.
10:55-11:10 a.m.	Break	
11:10 a.m.-12:30 p.m.	Executing the Strategic Plan	A strategic plan that sits on the shelf will not help your business grow. In this session, we will discuss how to implement specifics of the plan, including how to create contracts for new customers, set fees and collect payments, do great work for clients and define your own success.
12:30-1:30 p.m.	Group Lunch	
1:30-2:50 p.m.	Branding, Advertising and Networking	This session will provide tips about promoting your firm through speaking engagements, articles, volunteering and other professional endeavors. It will address how a fraud examiner's image and personal brand can either attract or repel potential clients. You will also learn how to increase your networking opportunities and grow your business with referrals.
2:50-3:05 p.m.	Break	
3:05-4:25 p.m.	Managing Client Expectations	A new case starts with the initial call or email from a potential client. Fraud examiners should know how to set expectations during the initial contact and continue to manage expectations throughout the entire case. Happy clients start with realistic expectations and this session will teach you how to establish them.

*Please note: Schedule listed is for U.S. events. All events outside of the U.S. are pushed back 30 minutes with registration beginning at 8:00 a.m. and the last session ending at 4:55 p.m.