

2021 September 8-9 TECH FORUM



Day 1 – September 8, 2021

Time <i>*all times in ET</i>	Session	Speaker(s)
10:00 AM - 4:00 PM	Exhibit Hall Open	
10:00 AM – 11:00 AM	Exhibit Time & Networking	
11:00 AM - 11:30 AM	Welcome & What's Ahead	MAG CEO: John Drechny Director of Tech Engagement: Robert Savage, Merchant Advisory Group Event Emcee: Rachel Sheerin
11:30 AM - 12:15 AM	Education Session: A Taste of Merchant Payments 101 Get a live taste of the MAG's Merchant Payments 101 eLearning Course. This engaging foundational session is designed for anyone seeking a role in the merchant payments industry, or anyone who has a stake in the acceptance of payments looking to brush up on their skills. Whether or not you've taken the eLearning course or not, this session is designed to give you a taste of the more in-depth content the course provides. This live Merchant Payments 101 session will discuss how payments affect the customer journey and answer the following questions: - What is an authorization? How does it affect the customer and the merchant? - What's clearing and settlement? - When do funds actually switch hands? - What happens if there is a dispute or the customer wants a refund?	Presenter: Rene Pelegero, Retail Payments Global Consulting Group
12:15AM - 12:30 PM	Exhibit Time & Networking	Event Emcee: Rachel Sheerin
12:30 PM - 01:15 PM	Keynote: Women in Payments Technology How do women navigate the dynamic tech industry? What are the challenges within the tech community that are unique for women? How do organizations along with all individuals within those organizations enable an environment to enhance diversity, overcome barriers, and drive towards a balanced workforce in technology? Join a panel of women in technology to learn about their journey where connections, relationships, and experiences have guided them through triumphs, challenges, and transitions bringing them to where they are today. Listen as these women leaders engage in dialogue regarding tips for increased diversity in tech and ideas around how to gain professional exposure and	Moderator: Beth Provenzano, Merchant Advisory Group Panelists: Jess Turner, Mastercard; Christine Cooper, Square Inc.; Donna Steele-Ponder, McDonald's Corporations

	support from mentors and advocates within and beyond your organization.	
1:15 PM – 2:00 PM	<p>Customer Experience: New Technologies in Payment Acceptance</p> <p>It is hard to open a story in payment news and not hear about crypto or new payment technologies, but when you survey the merchant landscape it is hard to find information which explains the tech behind acceptance and how they are intertwined. Increasing digital demands and more mobile channels are driving the need for better accessibility to payments for the consumer and more efficient models for the merchant. So what is the real story? Are merchants accepting crypto? If so how. And how is new technology bringing a better experience to the in-person payment model. This session will help explain the status of these new payment types but more importantly how they may change the future of payments and why you should start thinking about the technology behind them today.</p>	<p>Moderator: Marc Black, Kohl's Department Stores, Inc.</p> <p>Panelists: Marian Orr, American CryptoFed; Jonathan Archer, American CryptoFed; Judy Nguyen, American Express</p>
2:00 PM - 2:45 PM	<p>Security: Global Tokenization Decision</p> <p>One of the most daunting tasks in information security is protecting sensitive data in enterprise applications, which are often complex and distributed. Coordinating effective information protection across application, database, storage, and server teams is challenging under the best of circumstances — and much tougher when also facing the common blend of legacy systems and conflicting business requirements. Join this session to gain an understanding of tokenization and the considerations for selecting a tokenization solution for your organization.</p>	<p>Panelists: Valeri Vanourek, Discover Global Network Michael Botts, Walmart; Justin Simpson, Walmart</p>
2:45 PM - 3:00 PM	Exhibit Time & Networking	Event Emcee: Rachel Sheerin
3:00 PM - 3:45 PM	<p>Managing a Complex Development Roadmap</p> <p>Development demands from business partners, Brand updates, Acquirer changes, PCI enhancements, security, data enhancements, version updates all place increasing demands on a limited amount of dev capacity. How does the Product Management group responsible for the payment tech roadmap effectively prioritize against these demands. We will discuss a cross-collaborative model called Value Engineering where projects and initiatives are "valued" and ranked by cross-functional teams.</p>	<p>Panelists: Robert Savage, - Merchant Advisory Group Brandon Screen, T-Mobile</p>
3:45 PM – 4:30 PM	<p>Ransomware – Partnering with Security Experts to Protect your Payment Data and Platform</p> <p>Recent headlines show how exposed even large companies can be – paying millions of dollars to unlock their systems from an attack. A ransomware attack now occurs every 11 seconds! Imagine losing access to all your transaction and customer data as all systems are inoperable. In this session we will explore the history on Ransomware, recent trends for attacks, how the simplest of attacks can be the most prevalent, and practical recommendations to be better prepared if attacked.</p>	<p>Presenter: Max Alexander, J.P. Morgan</p>
4:30 PM - 4:45 PM	Closing	<p>MAG CEO: John Drechny Director of Tech Engagement: Robert Savage, Merchant Advisory Group Event Emcee: Rachel Sheerin</p>

Day 2 – September 9, 2021

Time <i>*all times in ET</i>	Session	Speaker(s)
10:00 AM - 4:00 PM	Exhibit Hall Open	
10:00 AM – 11:00 AM	Exhibit Time & Networking	
11:00 AM - 11:30 AM	Welcome & What's Ahead	MAG CEO: John Drechny Director of Tech Engagement: Robert Savage, Merchant Advisory Group Event Emcee: Rachel Sheerin
11:30 AM - 12:15 AM	Modernization: Power of Realtime Data Analytics In today's digital age, the payments industry is increasingly driven by information and data. Through valuable data insights, a business can improve profitability, optimize revenue and cut costs. Realtime data analytics provide a way to identify problems in real-time, notify the right people quickly, and prescribe recovery with predefined action paths for common system problems to reduce downtime. Merchants can customize alerts on transaction volume, denial rates, stand-ins, reversals and other transaction metrics to proactively manage your payments environment based on your organization's needs and historical norms.	Presenter: Mika Nishiya, Adyen
12:15AM - 12:30 PM	Exhibit Time & Networking	Event Emcee: Rachel Sheerin
12:30 PM - 1:15 PM	Keynote: How Digital is Reshaping the Consumer Experience Customer's expectation have changed rapidly in the Covid environment. This change in customer attitude towards digital along with the increase in bandwidth and memory has accelerate the merging of physical and digital environments. But how do you take advantage of this new environment and what steps need to happen to enable the elusive seamless customer experience? In this session you will hear from those tasked by the merchants to understand the trends and create the strategy to take advantage of them. Come find out what keeps them up at night and what they see as some of the most promising trends.	Moderator: Matt Bringewatt, J.P. Morgan Panelists: Jody Kalmbach, The Kroger Co.; Mark Hursh, Southwest Airlines Company; Stephanie Meltzer Paul, Inspire Brands; Sorin Hilgen, EG America
1:15 PM – 2:00 PM	Fraud: Trends to Watch by Industry Along with the advancement of commerce in new channels, expansion of digital, EMV in Petro, and new payment types (QSR, BNPL, digital currencies, etc.), comes the ever-creative fraud activities in parallel with this expansion. Join us to discuss these new trends and the best practices and technologies to recognize and stop fraud in Retail, Small Ticket, Petro and C-Store, Travel and Entertainment, Gaming/Streaming services, ecommerce, etc.	Moderator: Jess Paskach, Kount Panelists: Vikram Dhawan, Kount; Wendy Hans, AMC Entertainment Inc.
2:00 PM - 2:45 PM	Agile Methodologies Explore how working on an Agile project has benefits for your development team, your end users, and your organization as a whole. This course starts by exploring the more traditional waterfall process, and then covers why running an Agile team is a good idea. This course is ideal for software developers, project/product managers, technology leadership, or anyone that would have an	Panelists: Rebecca Madden, Fiserv; Robert Lorenzini, McDonalds Corporations

	interest and gain benefit from running an Agile project and delivering maximum value early to your customers.	
2:45 PM - 3:00 PM	Closing	MAG CEO: John Drechny Director of Tech Engagement: Robert Savage, Merchant Advisory Group Event Emcee: Rachel Sheerin
3:00 PM - 3:15 PM	Exhibit Time & Networking	
3:15 PM – 4:15 PM	<p>Merchant Only Roundtable Discussions (SIGs)</p> <p>The ultimate networking session! Come join the most highly rated sessions of a MAG conference - these merchant-only discussion groups - led by merchant leaders - give you an opportunity in a no-pressure environment for an open and honest chat with your peers about what keeps you up at night.</p> <ul style="list-style-type: none"> - Customer Experience - Security 	