

2026



AGENDA

TUFF Event

Wednesday 29 April 2026

THE FORUM OF TRUST



Virgin Media O2, Paddington Central, London, W2 6HY

TUFF

Event Agenda






Wednesday 29th April 2026



Virgin Media O2,
3 Sheldon Square, Paddington Central, London, W2 6HY

Event Agenda – Wednesday 29 April 2026

Registration 08:30 – 9:00am

 	<p>Murray Mackenzie - Director of Transformation at VMO2</p> <p>Andy Beet – TUFF CEO</p>	<p>09.00 – 09:15</p>	<p>Welcome & Introductions.</p>
	<p>James Harwood - Fraud Strategy and Policy Product Owner at VMO2</p>	<p>09:15 – 10:00</p>	<p>Details coming soon.</p>
	<p>Jake Moore - Global Cybersecurity Advisor at ESET</p>	<p>10:00 – 10:45</p>	<p>The Deepfake Interview: Breaking in from the Inside</p> <p>Jake lifts the lid on the darker side of artificial intelligence, taking you deep into the criminal underworld powered by today's most advanced technology. In the name of research, he used AI driven face-swapping tools to pass a live video job online interview under a completely false identity. Not once, but repeatedly. Through these real-world experiments, Jake reveals how powerful AI tools are already being weaponised by criminals to infiltrate organisations from the inside, bypassing traditional security and exploiting human trust.</p> <p>But it doesn't stop there. With the same tools now widely available, Jake demonstrates how AI can clone voices, generate convincing documents and create fake identities in seconds, giving cybercriminals everything they need to scale deception like never before. Nothing is real anymore. The question is, would you spot it?</p> <p>Jake regularly shares expert commentary on major TV networks including the BBC, ITV, Sky News and CNN, and in newspapers such as The Times and The Independent. Furthermore, he is also a regular scams and cybersecurity expert on ITV's Good Morning Britain and a range of other TV shows.</p>
	<p>Jonathan Nelson - Product Management at hiya</p>	<p>10:45 – 11:05</p>	<p>From Data to Defence: Addressing spam, scams, and AI voice fraud in the UK</p> <p>Trust in phone calls is breaking down and the consequences are measurable. Hiya's 2026 State of the Call report shows that 34% of consumers say their trust in</p>

Event Agenda

Wednesday 29th April 2026



Virgin Media O2,
3 Sheldon Square, Paddington Central, London, W2 6HY






			<p>phone calls has declined, and spam and scams continue to outpace traditional defences.</p> <p>During this session we'll share learnings from Hiya's recent 2026 State of the Call report and our own AI honeypot findings to present a data-led picture of where the threat stands today and chart a path forward for mobile operators, government bodies, consumer protection agencies, and law enforcement to collaborate effectively against mobile network fraud.</p>
<p>Networking Break 11:05 – 11:35</p>			
	<p>Robert Woods - Senior Director, Fraud & Identity Market Planning at LexisNexis Risk Solutions</p>	<p>11:35 – 11:55</p>	<p>Building Customer Trust Whilst Reducing Fraud in the Telecommunications Sector</p> <ul style="list-style-type: none"> • Overview of 2026 CyberCrime Report / Industry Trends • Customer Case studies • Fraud Data Sharing at scale - Risk Intelligence Consortium
	<p>Pasquale Genco – 999/112 Network Lead at BT Group</p> <p>+ 2 NICC Members – coming soon.</p>	<p>11:55 – 12:25</p>	<p>NICC Briefing – An insight into the current work and projects of NICC</p>
  	<p>Panel session moderated by - Andy Beet – TUFF</p> <p>Panellists -</p> <p>Richard Clarke – Trading Standards</p> <p>Adam Carter – Trading Standards</p> <p>Stephen Flack – Information Commissioner's Office</p> <p>Pial Ganguli – Information Commissioner's Office</p>	<p>12:25 – 13:10</p>	<p>A panel to explore When, What, Why and How Traceback could assist fraud investigations.</p>
<p>Lunch and Networking 13:10 – 14:10</p>			
	<p>Stephen Ornael – Director of Sales, Partnerships, and Business Development at Telenor Linx</p>	<p>14:10 – 14:40</p>	<p>Fighting Voice Fraud - Real-world Lessons from the Nordics</p> <p>Cont...</p>

Event Agenda

Wednesday 29th April 2026



Virgin Media O2,
3 Sheldon Square, Paddington Central, London, W2 6HY

			<p>Telenor Linx will share real world experience in fighting voice fraud throughout the Nordics. The presentation will address trends, experiences and fraud prevention techniques:</p> <ul style="list-style-type: none"> - Current trends in the region and pain points - Securing voice traffic - Supplier selection, safe routing, monitoring - Merits of systematic withholding of payments for all fraudulent calls - Proactive blocking of all IPRN Numbers for all customers - Detection and blocking of scam calls - Treat all voice traffic equally! - Investment in analytics and detection platforms - Should fraud prevention be a value-added feature
	Chris Privett MBE – Senior Technical Analyst – Networks and Communications at Ofcom	14:40 – 15:25	<p>SMS Blasters</p> <p>How the UK agencies and Telco's are joined up to detect, track and seize these devices.</p> <p>How we are interacting with our international partners.</p>
Networking Break 15:25 – 15:55			
	Sarah Guerin	15:55 – 16:25	Details coming soon.
	Alex Somervell – Co-Founder and CEO at Ask Silver	16:25 – 16:45	<p>Details coming soon.</p> <p>In 2019, my dad was scammed out of most of his life savings, almost £150k. It was a life-changing moment for him and our family, for all the wrong reasons.</p> <p>In his case, he got most of the money reimbursed by the bank, however every year millions of people are scammed, billions of pounds are lost and lives are destroyed. At Ask Silver, we build tools to protect people from scams and help financial institutions protect their customers.</p> <p>We have a Scam Checker to keep you and your loved ones safe. It's free for anyone to use and we've been on the BBC, ITV, The Times and most media outlets, as well as receiving awards from the FCA, National Cyber Awards and Try it out at www.ask-silver.com</p>
	Andy Beet OBE - TUFF	16:45 – 17:00	<p>TUFF Online Training Academy Updates *And New Training Module – Social Engineering.</p> <p>An event debrief & close.</p>

TUFF

Event Agenda

Wednesday 29th April 2026

Virgin Media O2,
3 Sheldon Square, Paddington Central, London, W2 6HY



EVENT SUPPORTERS

hiya



TUFF is a Specified Anti-Fraud Organisation (SAFO) under The Serious Crime Act.

Please note speakers and timings are subject to change.