

2026



AGENDA

TUFF Event

Wednesday 29 April 2026

THE FORUM OF TRUST



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

TUFF

Event Agenda






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Registration 08:30 – 9:00am

 	Murray Mackenzie - Director of Transformation at VMO2 Andy Beet – TUFF CEO	09:00 – 09:15	Welcome & Introductions.
	James Harwood - Fraud Strategy and Policy Product Owner at VMO2	09:15 – 10:00	Details coming soon.
	Jake Moore - Global Cybersecurity Advisor at ESET 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.	10:00 – 10:45	The Deepfake Interview: Breaking in from the Inside 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. 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?
	Jonathan Nelson - Product Management at hiya	10:45 – 11:05	From Data to Defence: Addressing spam, scams, and AI voice fraud in the UK 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 phone calls has declined, and spam and scams continue to outpace traditional defences. 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.






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Networking Break 11:05 – 11:35

	<p>Amit Patel – Senior Consultant – Fraud & Identity SME (Banking & Payments) 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 – NIIC & 999/112 Network Lead at BT Group</p> <p>Panel Moderator - Dave Evans – NICC & BT Group</p> <p>Panellists - Richard Clarke – NTS Standards</p> <p>Adam Carter – NTS</p> <p>Stephen Flack – Information Commissioner’s Office</p> <p>Pial Ganguli – Information Commissioner’s Office</p> <p>Perry Wilks – NICC & BT Group</p> <p>Ian Hindle – NICC & VMO2</p>	<p>11:55 – 13:10</p>	<p>NICC Briefing – An insight and overview into the current work and projects of NICC</p> <p>This session will then lead into a panel to explore When, What, Why and How Traceback could assist fraud investigations.</p>

Lunch and Networking 13:10 – 14:10





	<p>Stephen Ornel – 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>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
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	Chris Privett MBE – Senior Technical Analyst – Networks and Communications at Ofcom	14:40 – 15:25	SMS Blasters How the UK agencies and Telco's are joined up to detect, track and seize these devices. How we are interacting with our international partners.
Networking Break 15:25 – 15:55			
	Sarah Guerin – Senior Manager Fraud & Insights at VMO2	15:55 – 16:25	Details coming soon.
	Alex Somervell – Co-Founder and CEO at Ask Silver 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	16:25 – 16:45	Not a Silver bullet: doing our bit to protect everyone's brand from being impersonated Scammers are using AI to impersonate every major brand, but consumers are increasingly using AI tools, like Scam Checkers to fight back. Ask Silver has detected over 100,000 scams in the last 12 months and Alex will go through the most impersonated brands they see, trends and how we can all share a bit more data with each other. 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. 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.
	Andy Beet OBE - TUFF	16:45 – 17:00	TUFF Online Training Academy Updates *And New Training Module – Social Engineering. An event debrief & close.

EVENT SUPPORTERS



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

Please note speakers and timings are subject to change.