

2026



# AGENDA

## TUFF Event

Wednesday 29 April 2026

THE FORUM OF TRUST



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

**TUFF**

TUFF

# Event Agenda







Wednesday 29<sup>th</sup> April 2026



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

## Event Agenda – Wednesday 26 November 2025

### Registration 08:30 – 9:00am





 	<p><b>Murray Mackenzie</b> - Director of Transformation at VMO2</p> <p><b>Andy Beet</b> – TUFF CEO</p>	<p>09.00 – 09:15</p>	<p><b>Welcome &amp; Introductions from:</b></p> <p><b>Event host VMO2</b></p> <p>and</p> <p><b>TUFF</b></p>
	<p><b>James Harwood</b> - Fraud Strategy and Policy Product Owner at VMO2</p>	<p>09:15 – 10:00</p>	<p>Details coming soon.</p>
	<p><b>Jake Moore</b> - Global Cybersecurity Advisor at ESET</p>	<p>10:00 – 10:45</p>	<p><b>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.</b></p> <p><b>Furthermore, he is also a regular scams and cybersecurity expert on ITV's <i>Good Morning Britain</i> and a range of other TV shows.</b></p>
	<p><b>Jonathan Nelson</b> - Product Management at hiya</p>	<p>10:45 – 11:00</p>	<p><b>From Data to Defence: Addressing spam, scams, and AI voice fraud in the UK</b></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 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>
<h3>Networking Break 11:00 – 11:30</h3>			
	<p><b>Robert Woods</b> - Senior Director, Fraud &amp; Identity Market Planning at LexisNexis Risk Solutions</p>	<p>11:30 – 11:45</p>	<p>Details coming soon.</p>

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	<p><b>Pasquale Genco</b> – 999/112 Network Lead at <b>BT Group</b></p> <p><b>And colleagues</b> – coming soon.</p>	<p>11:45 – 12:15</p>	<p><b>NICC</b> Briefing – An insight into the current work and projects of NICC</p>
	<p><b>Panel session moderated by:</b> <b>Andy Beet</b> – TUFF CEO</p> <p><b>Panellists'</b> details coming soon.</p>	<p>12:15 – 13:00</p>	<p><b>When, What, Why and How of Traceback</b></p>
<p><b>Lunch and Networking 13:00 – 14:00</b></p>			
	<p><b>Stephen Oradel</b> – Director of Sales, Partnerships, and Business Development at <b>Telenor Linx</b></p>	<p>14:00 – 14:30</p>	<p><b>Fighting Voice Fraud - Real-world Lessons from the Nordics</b></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"> <li>- Current trends in the region and pain points</li> <li>- Securing voice traffic - Supplier selection, safe routing, monitoring</li> <li>- Merits of systematic withholding of payments for all fraudulent calls</li> <li>- Proactive blocking of all IPRN Numbers for all customers</li> <li>- Detection and blocking of scam calls</li> <li>- Treat all voice traffic equally!</li> <li>- Investment in analytics and detection platforms</li> <li>- Should fraud prevention be a value-added feature</li> </ul>
	<p><b>Chris Privett MBE</b> – Senior Technical Analyst – Networks and Communications at <b>Ofcom</b></p>	<p>14:30 – 15:15</p>	<p><b>SMS Blasters</b></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>
<p><b>Networking Break 15:15 – 15:45</b></p>			
	<p><b>ACE</b></p>	<p>15:45 – 16:15</p>	<p>Details coming soon.</p>
	<p><b>Andy Beet OBE</b> - TUFF CEO</p>	<p>16:15 – 16:45</p>	<p><b>TUFF Online Training Academy Updates.</b> <b>*New Training Module – Social Engineering.</b></p> <p><b>An event debrief &amp; event close.</b></p>

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## EVENT SUPPORTERS



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

*Please note speakers and timings are subject to change.*