

Learn more at [sas.com/innovate](https://sas.com/innovate)

## 06 Tuesday

### **Risk, Fraud and Compliance Solutions Connect with Frank Abagnale**

2:00 PM

### **Welcome Reception**

Innovation Hub  
5:30 PM

## 07 Wednesday

### **Opening Session: *Fraudster vs. Fraud Fighter* – Truist Bank and Frank Abagnale take the stage with appearances by Epic Games, Georgia- Pacific, Procter & Gamble and SAS**

Orange Ballroom – Main Stage  
8:30 AM

### **Financial Services Executive Insights**

Key Largo  
11:15 AM

### **The Late (Afternoon) Show: Featuring Alfonso Ribiero, DJ Jazzy Jeff and Bryan Harris**

Orange Ballroom – Main Stage  
4:45 PM

### **“Late Night” Bites and Brews**

Innovation Hub  
6:00 PM

## 08 Thursday

### **Morning General Session: Featuring Keynote Speakers Satya Nadella, Chairman/CEO of Microsoft, and Jim Goodnight, Co-Founder/CEO of SAS**

Orange Ballroom – Main Stage  
8:30 AM

### **Accelerating AML Intelligence: Simplicity and Speed in Analytics**

Financial Services Booth  
10:30 AM

### **Super Demo: When AI Behaves Badly: Challenges of Scaling and Governing AI Systems**

11:50 AM

### **Super Demo: A Holistic Approach to Modern FinCrime: SAS® in Fraud, AML and Sanctions Screening**

12:25 PM

### **Integrate Decisions Across the Banking Lifecycle**

Financial Services Booth  
12:30 PM

### **Machine Learning and Network Analytics for Fraud Detection at the Largest Bank in Central Europe**

1:00 PM

### **Strengthening Fraud Prevention Strategies With Generative AI: Innovations and Practical Approaches**

2:00 PM

### **Trigger and Event Detection**

Financial Services Booth  
2:30 PM

### **SAS® Driven Consumer Reporting Compliance Analysis Solution**

3:00 PM

### **Afternoon General Session: Fireside Chat with Brené Brown**

Orange Ballroom – Main Stage  
4:00 PM

### **SAS Innovate After Hours**

Universal Studios!  
8:00 PM

## 09 Friday

### **Enhancing Financial Crime Investigations Through Risk-Prioritized Network Generation**

10:30 AM

### **Super Demo: Revolutionizing Insurance Enterprise Decisioning: Automated Underwriting and Strategic Asset Allocation**

10:30 AM

# What to Expect

## Learn

With nearly 200 expert-led sessions, including breakouts, hands-on workshops, roundtables, super demos, pre-conference courses and more, it's the perfect opportunity to learn the latest tech skills that will help you excel in your role.

## Have Fun!

Join us Wednesday for “The Late (Afternoon) Show” hosted by Alfonso Ribiero, DJ Jazzy Jeff and our own Bryan Harris! On Thursday, get ready for one of the most incredible evening events – a New York City street experience in the heart of Universal Studios Florida! We've reserved a select area of the park just for us – all the fun without the lines!

## Network

Build valuable connections through app-enabled meetups, at Hackathon activities, in the Innovation Hub or at after-hours networking events.

## Get Inspired

Discover future technology innovations and market trends from expert keynote speakers and leaders in tech. Learn tips and best practices from customers and partners for getting the best ROI using SAS®.

Learn more  
and register at  
[sas.com/innovate](https://sas.com/innovate)