

## 06 Tuesday

**Risk, Fraud and Compliance Solutions Connect**  
2:00 PM

**Super Demo: Optimizing Risk-Based Pricing for Customer Onboarding Using Synthetic Scenarios**  
6:20 PM

**Welcome Reception**  
Innovation Hub  
5:30 PM

## 09 Friday

**Super Demo: Revolutionizing Insurance Enterprise Decisioning: Automated Underwriting and Strategic Asset Allocation**  
10:30 AM

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

## 07 Wednesday

**Opening Session: Fraudster vs. Fraud Fighter** – Truist Bank and Frank Abagnale plus Epic Games, Georgia-Pacific, Procter & Gamble and SAS  
Orange Ballroom – Main Stage  
8:30 AM

**Financial Services Executive Insights**  
Key Largo  
11:15 AM

**Super Demo: Enterprise Decisioning – Streamline Customer Onboarding & Lifecycle Management**  
11:50 AM

**ALM Modeling – End-to-End Modeling Leveraging Power & Performance of SAS Viya and SAS ALM integration**  
3:30 PM

**Critical Shift: Real-Time Credit Decisions in the Cloud With SAS Viya and Python**  
4:00 PM

**The Late (Afternoon) Show with Alfonso Ribiero and DJ Jazzy Jeff**  
Orange Ballroom – Main Stage  
4:45 PM

**“Late Night” Bites and Brews**  
Innovation Hub  
6:00 PM

## 08 Thursday

**Harnessing Integrated Balance Sheet Management for Innovation**  
Financial Services Booth  
10:00 AM

**Super Demo: Redefining Risk Analytics Through Generative AI: The SAS ALM Advantage**  
11:15 AM

**Super Demo: When AI Behaves Badly: Challenges of Scaling and Governing AI Systems**  
11:50 AM

**Integrate Decisions Across the Banking Lifecycle**  
Financial Services Booth  
12:30 PM

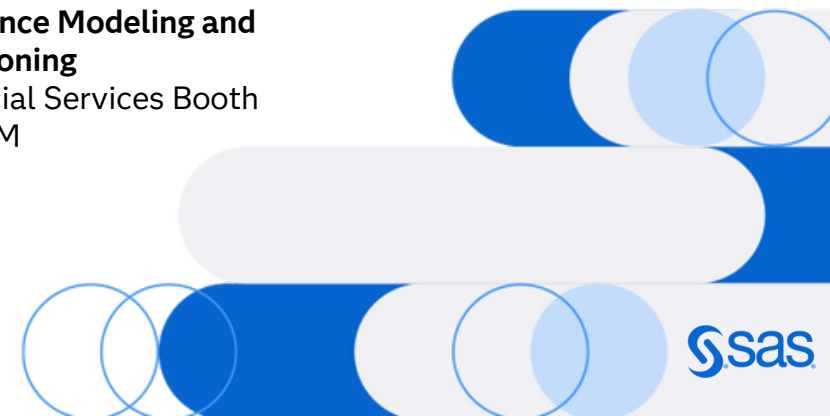
**Insurance Modeling and Decisioning**  
Financial Services Booth  
1:30 PM

**Enhancing ECL Model Performance in Banking: Leveraging the SAS CAS in SAS Viya**  
3:00 PM

**Enhancing your MRM Capabilities with SAS Dedicated Solutions**  
Financial Services Booth  
3:30 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



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