



**FICO.WORLD
2010**

April 13-16
InterContinental Miami

**POWER UP
PROFIT
IN THE RESET
ECONOMY**

FICO World 2010

April 13 – 16, 2010

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100 CHOPIN PLAZA MIAMI, FL 33131

UNITED STATES

What is FICO World?

FICO World 2010, the leading conference on Decision Management, is once again drawing together the experts and influencers for four powerful days of presentations and peer-to-peer discussions to create ideas and strategies to power up profit in the reset economy. Held in Miami, FICO World 2010 features an outstanding speaker roster, including Keynote Speaker Michael Porter, one of the world's most influential thinkers on management and competitiveness.

What do I get?

- **Accelerate your organization's adoption of best practices in risk management**
 - Fundamentals of Credit Risk Management in customer management and originations
 - Best Practices in use of credit bureau scores
 - Presentations by FICO consultants, industry analysts and others
- **Hear first-hand examples of how industry leaders and peers are beginning to Power up Profit in the Reset Economy**
- **Discuss solutions to your most pressing issues with free one-on-one consultations with FICO experts**
- **Understand emerging industry trends and how they affect your business**
 - Presentations from industry analysts such as TowerGroup and Lafferty on credit risk management, new technologies, etc.
- **Explore available technology and solution options, before making an investment**
 - Product Expo and demo sessions feature solutions from FICO and partners in scoring, risk management, marketing, originations, fraud, collections / recovery, regulatory compliance, insurance underwriting, rules management, optimization
- **Expand your Professional Network**
 - FICO Decision Management Community connects you with hundreds of fellow attendees, before, during and after the conference
- **Continue to learn more after FICO World 2010**
 - Access white papers and presentations

How can I apply what I have learnt in the 'real world'?

- **Adopt strategies and best practices** that are working for your peers in financial services and insurance, in fraud, risk management, collections, originations, claims management, underwriting and marketing
- **Speed your adoption of new regulations** such as Basel II by understanding what's required and how industry leaders are complying
- **Make smarter technology investments** by matching your needs with a broad range of available systems and analytics for Decision Management, and discussing the options with experts
- **Find new approaches and directions** for your in-house analytic team to use in building predictive analytics and optimizing decision strategies