

GLOBAL ANTI-SCAM SUMMIT AMERICA 2026

SAN FRANCISCO, USA | 2-3 SEPT



THE AGENDA

- **Welcome to the Working Group Consumer**
- **How to keep 400 million Micro & Small Business Safe?**
- **How can we inoculate consumers long term against scams?**
- **Wrap-up & Next steps**



Abigail Bishop

Global Head of Scam Prevention, Amazon
Moderator

Our Working Groups are global and cross-sectorial in nature



Consumer

(awareness, education, support)



Prevention & Intervention

(Raising the Bar to Scam)



Enforcement

(Catching The Scammers)



Research

(State of Scam Survey, Scam Typology)



Finance

(Monitoring, Money Mules)



Intelligence Sharing

(GSE, Privacy vs Crime)

A Working Group can have multiple knowledge sharing, policy or research projects

The high-level plan of the Working Group Consumer Education & Awareness

WG Co-Chairs Abigail Bishop and Nicole Smith (Amazon), Renata Salvini (GASA)

PHASE 1 – COLLECT INFORMATION

Start @Summit Lisbon

Collect Scientific Research on Consumer Scam Resilience & Protection

Collect Company Research & Best Practices on Consumer Scam Resilience & Protection

Interview Behavioral Experts Best Practices on Consumer Scam Resilience & Protection

PHASE 2 – IDENTIFY BEST PRACTICES

Share findings at Summit America and Asia

Identify Public Consumer Education Best Practices

Identify Companies Best Practices

Identify Foundational Behavioral Skills to Scam Resilience

For example:

1. Take time.
2. Talk with friends & family

PHASE 3 – OUTCOMES

WG publications (Q4 26 – Q1 27)

White Paper (governments):
The (Non) Sense of Scam Awareness Campaigns
A what works guide in scam prevention public awareness campaigns

White Paper (Companies):
Breaking the Spell
How Companies can build Consumer Scam Resilience into Their Customer Service and Experience

Separate Projects

White paper:
How to write about scam survivors (AARP)

8 things you should do have after you have been scammed

Continuous Development & Improvement Scam.Org

Continuous Development & Improvement SpotScam