



## Jon Bell

### **Top Scams and Phishing 2021: The Evolution of Social Engineering**

The presentation is a guided power point lecture detailing the changes BBB has been seeing in the strategies of successful scammers targeting Delaware recently. Using local stories and reports, as well as data from law enforcement, the presentation showcases actual examples of scams and how the scammers perpetrating them are "changing with the times" to adapt their techniques. The audience should gain an appreciation for how hands-on scammers have become with even small-scale targets, but also how much work scammers are putting in to establishing their credibility. Additionally, the presentation will review and refresh the audience's understanding of "Social Engineering", and the ways scammers in 2021 are using it to victimize consumers and exploit small businesses.

### **Biography**

Jon Bell has a 10-year history with Better Business Bureau (BBB), working to track fraud and scams targeting Delaware. BBB works with local law enforcement and state agencies, as well as with local banks and financial organizations to identify threats and areas where Delawareans are vulnerable. Jon does frequent outreach for businesses and the public, sharing local and international data geared towards helping reduce victimization and losses.