



# ANNUAL CONSULTANTS' CONFERENCE

JUNE 8-11  
**2011**  
SAN DIEGO



NATIONAL ASSOCIATION OF CERTIFIED VALUATORS AND ANALYSTS • INSTITUTE OF BUSINESS APPRAISERS

Track: **Industry Keynote**

Session Date/Time: *Thursday, June 9, 2011 • 10:15 – 11:55 AM*

Session Title: **Benford's Law: The Facts, the Fun, the Future**

Session Summary:

Benford's Law gives the expected patterns of the digits in tabulated data. The speaker will explain Benford's Law and summarize his work showing its potential to identify fraud. He'll include some interesting applications such as his analysis of the Clinton tax returns and Enron's reported numbers, as well as his current work which covers earth science data and a new theorem making Benford's Law applicable to any set of data. The informative and entertaining session will end with a link to the Da Vinci Code. The format will not be similar to a lecture. The objectives will be to have attendees understand Benford's Law and to be able to appreciate how this technique and other data interrogation techniques could be useful to uncover errors, biases, frauds, and other data anomalies



CPE Hours/Fields of Study: CPE: 2 • 2Hrs-AD

Presenter Bio(s): **Mark Nigrini, PhD**



Mark is an Associate Professor at The School of Business of The College of New Jersey where he teaches financial accounting, managerial accounting and forensic accounting courses. His current line of research addresses continuous monitoring technologies and advanced theoretical work on Benford's Law. He has presented many academic and professional seminars for accountants in North America with the audiences primarily comprising internal auditors in the public and private sectors. He has also presented seminars in Europe and in Asia. Nigrini is regularly scheduled for seminars in the US and recently presented seminars in Singapore, Malaysia, and New Zealand.