

TUESDAY MAY 23RD **Mystery Shopping & Customer Focus**
 "How can Mystery Shopping help organizations to improve customer experience?"

18:00 - 18:45 **New Members/First time attendants Workshop (By invitation only) - room Nikola Tesla A**

19.00 – 22.00 **Registration and WELCOME reception/dinner** at the Metropol Palace Hotel.
 Dinner will be served at 20,00 hrs. (Pre registration via the registration form is required)

WEDNESDAY MAY 24TH **MYSTERY SHOPPING & CUSTOMER FOCUS**
 "How can Mystery Shopping help organizations to improve customer experience?"

09.00 – 09.30 Registration / Welcome Coffee & Networking

09.30 – 09.50 **Kickoff & Welcome by MSPA Europe**
 Yvonne Kinzel - President MSPA Europe & General Manager (D, A, CH) at Multi-Value GmbH

09.50 – 10.35 **Passenger Experience; a never ending journey**
 Daan Noordeloos, Manager Marketing & Customer Strategies, Transavia - The Netherlands
 Arjen van Hijum, CEO Store Support - The Netherlands

10.35 – 11.00 **Implementation challenges and resistance in the organisation towards Mystery shopping. How to overcome them!**
 Nebojša Ilić, General Manager of Doming - Serbia
 Emilija Ivancajic, Research Executive, Intelligence Market Research - Serbia

11.00 – 11.40 Coffee break

11.40 – 12.40 **Break-out sessions (1st round)**

BREAK-OUT SESSIONS 1

<p>New Era: Mystery Shopping and the Significance Economy; Beyond the Customer Experience!</p> <p>Hans Smith, CEO Groeitrainingen en Founder Mystery Review</p> <p>Nikola Tesla B</p>	<p>Be Mobile - how we built our app to land on the future of mystery shopping</p> <p>Fabrizio Checchi CEO Mebius</p> <p>Nikola Tesla C</p>	<p>Ode to Joy (Gin & Tonic) - Orchestrating key instruments to successful collaborations</p> <p>Lysandros Hadjilambrou, CEO Conread</p> <p>Nikola Tesla A</p>
---	--	---

12.40 – 14.00 Lunches

14.00 – 14.30 **The Changing Face of Financial Services Mystery Shopping**
 Andrew Firth, Director at GfK Mystery Shopping - United Kingdom

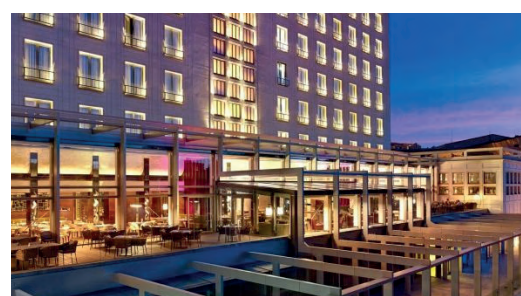
14.30 – 14.45 **MSPA Elite Program**

14.45 – 15.00 Conference Day 1 Wrap Up

15.00 – 16.00 **Vendor Show & Networking & Time to schedule your meeting**
 A good time for networking with members from over 50 countries and to speak with the main software providers about the new trends in the industry.

16.00 – 19.00 **Sightseeing BELGRADE — Optional event (pre-registration was required!)**

20.00 – 22.00 **Informal dinner / restaurant Metropol Palace Hotel**



After a whole day of activities you might want to relax by not having to search the city looking for a restaurant... Considering that, and also because we know you want to make the most of network opportunities, we have organized an informal dinner buffet right here at the Metropol Palace hotel between 20.00-22.00 hrs.

This event is included in the conference package; additional guests need to pre-register to attend.

THURSDAY MAY 25TH **MYSTERY SHOPPING & CUSTOMER FOCUS**
 "How can Mystery Shopping help organizations to improve customer experience?"

09.00 – 09.30 Registration / Welcome Coffee & Networking

09.30 – 09.40 Welcome & opening 2nd conference day

09.40 – 11.00 **Bud, Thorn & Rose...**
 Jill Spencer, Director at React Surveys & Incoming President MSPA Europe
 Nigel Cover, Past President MSPA Europe & Past Chair MSPA Global

11.00 – 11.40 Coffee break

11.40 – 12.40 **Break-out sessions (2nd round)**

BREAK-OUT SESSIONS 2

<p>New Era: Mystery Shopping and the Significance Economy; Beyond the Customer Experience!</p> <p>Hans Smith, CEO Groeitrainingen en Founder Mystery Review</p> <p>Nikola Tesla B</p>	<p>Be Mobile - how we built our app to land on the future of mystery shopping</p> <p>Fabrizio Checchi CEO Mebius</p> <p>Nikola Tesla C</p>	<p>Ode to Joy (Gin & Tonic) - Orchestrating key instruments to successful collaborations</p> <p>Lysandros Hadjilambrou, CEO Conread</p> <p>Nikola Tesla A</p>
---	--	---

12.40 – 14.00 Lunches

14.00 – 14.30 **Customer Experience 360° approach**
 Dmitriy Pavlenko, Head of Scheduling Worldwide by 4Service

14.30 – 15.00 **Filling in the Gaps – how MultiChoice uses mystery shopping to understand the gaps between customer experience designed and delivered**
 Clint Payne - Programme Manager Customer Experience at MultiChoice - South Africa

15.00 – 15.30 **Where is MSPA heading to & conference wrap up**

15.30 – 16.30 **Vendor Show & Networking & Time to schedule your meeting**
 A good time for networking with members from over 50 countries and to speak with the main software providers about the new trends in the industry.

19.00 – 23.00 **Optional DINNER Event**
(Pre-registration is required)

Optional Dinner Event - Dinner at 1 of the best restaurants in Belgrade AMBAR, located in one of the exciting areas near to the SAVA River, close to the hotel – MSPA reserved a private area, with fabulous train of food, drinks and view. This you do not want to miss!!! Excellent food, wines and network possibilities in an informal atmosphere. Dinner and a limited number of drinks are included to the dinner fee.



We will depart from the Metropol Palace Hotel at 19.15 hrs and at 22.30/23.00 hrs busses will bring us back to the hotel.



HOWEVER in case you're not quite ready to end your evening yet, you are most welcome to join us at one of the clubs that is located nearby. Going back to the hotel has to be arranged individually by taxi.

Magnificent Dinner Event.

Vendors show will operate throughout the whole conference.