

## MSPA Africa event 2019 15 April 2019 – Lagos Nigeria

in proud association with



09:15 - 09:30 Registration

09:30 - 10:00 **Opening & Welcome**

**Stefaan Vandroogenbroeck** - Vice-President MSPA Europe/Africa Board & Founder Toplevel Services France/Belgium

**Abdel Wahab Chaoui** - Director MSPA Europe/Africa Board & Managing Director C&O Marketing

10:00 - 10:30 **MSPA - The industry and the association**

“The Wonderful World of Mystery Shopping and more...”

10:30 - 11:00 **Positioning & selling Mystery shopping**

- The market and our opportunities
- Finding your truth - what makes your business special
- Why Buys - a winning formula or selling more
- The benefits of combining Mystery Shopping with coaching & training.

11:00 - 11:15 Coffee Break

11:15 - 12:15 **Positioning & selling Mystery shopping...continues**

12:15 - 13:30 Networking Lunch

13:30 - 14:45 **Recruitment, motivation and improvement of mystery shoppers**

- Creating Effective Shopper Training Programs
- Training the Trainers - Adult Learning Methods
- Celebrating, Motivating and Incentivising Shoppers

14.45 – 15:30 **What are the Challenges and Opportunities for Mystery Shopping in Africa and working with worldwide providers** (Panel Discussion)

15.30 – 16.30 Farewell drink hosted by MSPA Europe/Africa

### Workshop trainer:



Stefaan Vandroogenbroeck  
Incoming President MSPA Europe/Africa, Founder ToplevelServices

Stefaan is an expert in the field of Mystery Shopping and Customer Service Relations. During his early career, he successfully created and managed three different contact centers. During the last 10 years he has established himself as an expert in the creation and ongoing management of Mystery Shopping and Market Research projects. He is also qualified as a successful trainer/coach on all kind of topics.

*Interactive high quality workshops, presented by professionals in the industry! Connect, Learn & Share are the key words...*