

CONFERENCE SPEAKERS



Wednesday May 24th - 9:00 - 9:45 hrs (main stage)

Kickoff - THE HUMAN ASSET

Luis Duarte is Owner of MORE Results. Luis is a graduate in Hotel Management and founded More Results in 1998, having previously worked in Management positions in Hotels & Tourism and in Retail, in Portugal, Germany and England. His work experience was gained working for Accor, Sheraton and Lidl. Currently Luis heads a team of 25 dedicated professionals that are focused on helping their clients improving their customer experiences. More Results is a Full Services Agency in Market Research with a relevant focus on Mystery Shopping. Luis is very involved with the internal and external clients and one of the areas he is responsible for delivering results is Innovation. He has been on the board of MSPA Europe/Africa since 2014 and we are delighted to introduce him as our president in 2022 and 2023. In his free time Luis likes to spend time with family & friends and to practice sports, especially Bootcamp, and reading, reading, reading!



Wednesday May 24th - 09.45 – 10.30 hrs (main stage)

The mirror never lies... Reflect, Re-invent and Re-energise

No matter what your personal or business future holds people are still your most important asset to get the job done. And they will only be engaged and motivated if you are ready to show some personality - if you are enthusiastic about your work and about your people. Because you are the leader, you set the tone, conduct the orchestra, occasionally play the lead and drive the tour bus!

Now the good news! Jocelyn shows us how to make the connection with you, your brand, your people, your partners, your clients, their people, their customers... the list goes on, but it all starts with you. Re-booting and re-energising your Personal Brand is where to start. It is your chance to show the best version of you and build long term and authentic work relationships. This will only work if you're ready to share your personal story, if you are positive & realistic about your business and role as a leader, and take ownership, nurture your team and persevere.

Are you ready to look in the mirror? It all starts there...

Jocelyn Rebbens (drs) - As an economic psychologist and consultant, Jocelyn has spent a career in Marketing Communications and Management Development. Jocelyn is the founder of her own company ReBBels, where she focusses on branding ambition! What does that mean? Creating a tangible link between your brand and your people. As a speaker, coach, trainer and author on the subject she has worked with organisations to help their leaders reflect on themselves and make a better connection with their people and brand. LinkedIn profile [Jocelyn Rebbens](#)

Jocelyn is proud to collaborate with: PwC, Canon, Repair Care Int., American Express, TRowePrice AUS, Philips Domestic Appliances, Utrecht University, Mitsuho Bank, The Dutch Government, NIMA (Dutch Marketing Association), Institute for Internal Auditors NL, ISA Group, Venturn, Legrand, Utrecht University, VMN Media



Wednesday May 24th – 11:05 – 12:45 hrs / Thursday May 24th – 11:05 – 12:45 hrs

The Case Study Hour

Jill introduces a range of Case Study speakers, interacting with the audience and asking questions to learn more!

Jill Spencer - Jill is Director of Insight, at Proinsight Mystery Shopping. She has worked as a mystery shopping service provider at senior level since 2000, having previously earned a strong reputation for expertise in the Customer Experience arena whilst working in varied and challenging roles for blue chip retailers. Over the past 20 years, Jill's core objective has been to raise the profile of customer service in business. It is a testament to her passion and commitment for the subject that the companies Jill has worked for, and in partnership with, now place customer service at the very top of their boardroom agenda. Jill is past president of MSPA EA and previously MSPA Global chair. Away from work, Jill has a passion for sports and travel, and her Fantasy Football prowess is legendary!

THE HUMAN ASSET



Wednesday May 24th – 11:10 – 11:30 hrs (main stage)

Put Your TEAM First - Always! Show you CARE and mean it...

“Culture Eats Strategy For Breakfast”

Emma explores how creating the right culture and values in your business helps you attract, retain and grow your own talent. Putting their own people first enables Emma and her team to build great client relationships, deliver effectively and meet the challenges ahead for all stakeholders.

Emma brings over 20 years of experience from working in the consumer research and training business to share her experiences, including the challenges in managing, motivating, and retaining the right TEAM. As a result, the company's mission statement is 'Dedicated to improving the Business Performance of Our Clients' - This ambition becomes a reality by cultivating a team that live and share 'CARE Values'..

Emma Harte is the CEO of Customer Perceptions. As a graduate of the University of Dundee in Psychology & Economics, a recently completed MBA and qualifications in Coaching & Mentoring, she has been at the helm of one of Ireland's leading Consumer Research & Mystery Shopping firm for the past 20 years. In her "spare time", she has developed TellUsFirst®, which is an instant customer feedback platform. Emma is also a proud winner of the Global CEO Award (Consumer Research) in 2020.

Wednesday May 24th – 11.30 – 11.50 hrs (main stage)

Organisational Agility - Work Faster, Smarter & Leaner



The only constant thing is change. You and your team need to achieve an agile state of mind to be able to embrace and adequately respond to increasing opportunities, challenges and changes that the market and our clients present to us. Anita shares 5 of the most relevant best practice techniques to consider, with proven examples from years of experience as a software partner, working for a Mystery Shopping Provider, and starting her own business – a view from all sides of the street!

Anita Nestorova is the CEO Workaround. Anita's journey in the mystery shopping and market research industry began back in 2013 when she started working with a major software supplier - a leader for quality-of-service and experience management. In almost 5 years she had the chance to get to know not only the software from within but also a whole lot of end-user experience the companies in the sector. Since then, her experience has extended client side with mystery shopping and customer experience company currently operating in BENELUX, Germany and France. She was working for 2 years as a Business Intelligence Specialist providing support for software implementation to optimise processes and infrastructure. During that time Anita had the chance to know the industry from all side, giving her the insight and motivation to start her consulting business called Workaround. Anita has another great passion besides research - digital marketing, and she has another endeavour as a managing partner & COO at a growing digital marketing agency in Bulgaria. With her great combination of experience, operations management and digital marketing Anita is a good source of insights and ideas and she is open to share them with the industry.

Wednesday May 24th – 11.50 – 12.10 hrs (main stage)

Diversify with Dedication and Difference - Whenever we choose to do something different make sure we do it well!



Jeno will explore how to add value to Mystery Shopping with an automotive case study that explores how you add CX in a responsible way. He will show how all elements link together to drive continued improvement. In essence a positive to integrating CX surveys that add value in terms of respondent motivation, sample, questionnaire, data, insight, new services and of course action. All of which add value in partnership with an integrated Mystery Shopping programme. Jeno will highlight how CX inputs can accelerate the implementation of new solutions and structures in MS programmes which increase efficiency.

Jeno Zsiga is Managing Director at Bare International Europe. After a successful early career in international advertising, Jeno concentrated his efforts as the Finance Director of an international NGO dedicated to the improvement of Roma education in 15 countries. Since 2016 Jeno has used his broad multicultural and commercial experience with Bare International, holding currently the position of General Manager responsible for European and North African territories, with a focus on high performance and quality in an open company culture. Jeno is passionate about sport as charity runner supporting a Hospice Foundation and music as singer and guitar player. His favourite motto is from Gandhi: "The difference between what we do and what we are capable of doing would suffice to solve most of the world's problems.

Connect, Learn and Share with MSPA



Wednesday May 24th – 12.10 – 12.30 hrs (main stage)

Creating World Class B2B Mystery Shopping Experiences

More Results introduces their client Carlos Gonçalves from Avila Spaces, an award winning company that manages co-working and office spaces. They will demonstrate how high quality; well planned and realistic mystery shopping scenarios work well in a business-to-business environment. Learn best practices from a successful and growing market opportunity.

Carlos Gonçalves is the founder and CEO of Avila Spaces, Coworker and Office Centre based in Lisbon and the highest awarded workspace in Portugal. In 2010, he developed the myOffice app, the first worldwide virtual office application for mobile.

He´s a former International Director of the Global Workspace Association and wrote the book “Out of the Office”, where he gives his vision about the future of workspace. He has previously presented Avila Spaces as a case study at the European Workplace Innovation Network (EWIN), an initiative of the European Commission. He is also the ambassador of the Great Place to Work Portugal Certification Programme and an advisory board member of eOffice, the first coworking space in the UK.

He´s regularly invited to conferences and seminars about the new entrepreneurial organisational models, namely the Virtual Office, Coworking and Remote Working.



Thursday May 25th - 09.35 – 10.00 hrs (main stage)

AREAS and Customer Centricity - How businesses rely on CX studies and Mystery Shopping to make their operational teams more customer centric

Areas are the world's third largest travel catering company. They run an international programme called “Customer Passion” with Qualimetrie. With in-store and online surveys, Google reviews, Mystery Shopping, combined with traffic and sales figures, Areas provide the most important CX and business KPIs in one platform to drive customer excellence and provide insights to their operational teams. This case study is a real chance to see how to combine metrics and programmes to help keep the customer at the centre of your business.

David Butruille, Head of International Programmes at Qualimetrie. David joined Qualimetrie in 2017 to work with Emeric Bayart after he acquired Qualimetrie and to accelerate the digital transformation of the company. David has a 15-year background in IT in the UK and in France, working for Microsoft, running the EMEA partner Channel for various SaaS solutions. He then started his own Software company specialising in business continuity, which he sold in 2016.



Thursday May 25th – 10:00 – 10:30 (main stage)

MSPA Vox Pops from around the world

Essential news for all members from around the world, with updates from representatives in Europe, Africa, The Americas, Asia/Pacific. Vaclav will host this session and start with important MSPA EA news for all members on Elite Awards, future awards programmes, membership advantages and Smiling Report.

Vaclav Šojdel, Director at Market Vision Czech Republic. He is a graduate economist. His passion for research first appeared during his studies at the university, when he began to devote himself to large-scale domestic and international projects in the field of competitive telecommunication intelligence, working mainly for T-Mobile. In the area of Mystery Shopping, Václav has been specializing in automotive and telecommunication sector, where he acquired extensive knowledge. His great interest, in favor of the maximum satisfaction of clients, is, in particular, to fully utilize the potential of audio or video recordings, especially for subsequent individual training or coaching of employees. Another area that he is constantly developing for his clients is the use of Mystery Shopping for price, competitive and benchmark sector analysis. About his career relationship with Mystery Shopping and Customer Experience he sometimes says: „Who else should be involved in Mystery Shopping industry than anybody from „Check“, sorry Czech Republic“.

Your Professional Association



Thursday May 25th - 11:10 - 11:30 hrs (main stage)

Actions, Feelings and Outcomes - The Experience Trinity

David explores how Proinsight are developing a real life understanding of customer experiences and what key messages this helps them tell clients. In simple terms how:

- **ACTIONS** - what happens at the point of customer contact, lead to...
- **FEELINGS** - How those actions make different types of customers feel, and most importantly how feelings drive...
- **OUTCOMES** and intentions, showing where each business can improve.

The clear and dynamic link between the trinity of actions, feelings and outcomes is the future for a balanced understanding of customer relationships. In 20 minutes, David lifts the lid for a quick peak inside real data that tells the story of the drivers and differentiators that make Insight professional and actionable.

David Hopkins, Managing Director & Founder of Proinsight. David has worked in various senior management role within the UK Health & Fitness Sector. With his focus mainly in sales & customer experience, he then moved into consultancy with 8 years' experience. The last 6 years David has been building Proinsight into one of the fastest growing Mystery Shopping agencies in the UK. Proinsight's roots started with Health & Fitness and now have spread across many other industries and sectors. David and the exceptional team at Proinsight have created their success by partnering with large national organisations as diverse as The British Army, David Lloyd and Dyson.



Thursday May 25th - 11.30 – 11.50 (main stage)

Take every opportunity! How to give your current work a face lift and innovate.

Izabela explores how to innovate, expand and blend your offer with other services. Practically showing how to use your full potential, symbiotically using Mystery Shopping with other services to the mutual benefit of your clients, their people and your business. The presentation will include best practice cases form Poland and a chance to explore how you can benefit.

Izabela Remba, Director of Operations, co - owner of Stratega Poland and CEE. Highly skilled and dedicated market research professional in healthcare, FMCG and automotive industry with 16+ years of experience. Market Research Society (MRS) certified medical and consumer moderator and research director in Poland. Specialized in market research management and fieldwork in Poland and Eastern



Thursday May 25th - 11.50 – 12.10 (main stage)

How web chat can make or break the customer relationship. Do companies really understand the impact of their "support"?

Does the pursuit for innovative and multiple contact channels damage their customer relations instead of improving it? As clients innovate with new ways of delivery using technology, many are not aware of the potential pitfalls.

Better Business has taken an innovative step measuring customer support technology, giving Mystery shopping a wider purpose and helping companies create deeper understanding of the impact when using new technology.

Lina Schölin, CEO of Better Business in Sweden. Lina has 17 years of experience in the Mystery Shopping industry. Together with her team in Sweden, and sister company Pegasus in Norway, they encourage an energetic curiosity that drives them and their clients towards ever better business. Lina is co-author of books about Mystery Shopping and has also delivered research into customer experience in omni-channels. She is a graduate of project management in Uppsala, market economics from IHM Business School in Stockholm, and has an executive MBA from Stockholm University.



Thursday May 25th - 15.25 – 15.50 (main stage)

Brands and Business. Constant innovation, lessons learned

Stefaan shares his top tips from over 26 years in the world of Mystery Shopping - as a client, shopper, manager and owner of an expanding Mystery Shopping and training company in Europe. Most recently as the chair of Global and President of our Europe Africa region he has lots to share! His top tips cover how to challenge, grow and benefit from an energetic and curious state of mind - and lead others quickly to success.

Stefaan Vandroogenbroeck is an expert in the field of Mystery Shopping and Customer Service Relations. He is our Past President of MSPA EA, Past chair MSPA Global Board, CEO of TLS and Multi-Value and current chair of MSPA Global.