

MSPA® EUROPE/AFRICA

MYSTERY SHOPPING PROFESSIONALS ASSOCIATION



25th MSPA Europe/Africa conference

DO BEST WHAT MATTERS MOST

For our clients, our people and ourselves

21- 23 May 2024

ST. RAPHAEL RESORT & MARINA, LIMASSOL, CYPRUS



DO BEST WHAT MATTERS MOST - FOR OUR CLIENTS, OUR PEOPLE AND OURSELVES

TUESDAY MAY 21ST - Welcome

- 17.30 – 18.45 **New Members / First time attendants** Session (By invitation only) - room ATRIUM B
- 19.00 – 21.30 **Registration and WELCOME reception/dinner** at the GARDEN of the St. Raphael Resort & Marina hotel.
Dinner will be served at 19.30 hrs. (Pre registration via the registration form is required)

WEDNESDAY MAY 22ND – Day One Programme

- 08:50 – 09:00 Doors open
- 09:00 – 09:30 **Kickoff – Doing Best What Matters Most**
Vaclav Šojdel – President MSPA Europe/Africa & Country Manager at Market Vision – Czech Republic
- 09:30 – 09:40 **SESSION I - BUILD RELEVANCE AND AUTHENTICITY FOR OUR SERVICES**
Jill Spencer introduces a range of speakers, interacting with the audience and asking questions to learn more!
- 09:40 – 10:10 **GuidelineGuard: Guiding Excellence in Petroleum Retail**
Lysandros Hadjilambrou, CEO of Conread Research - Cyprus
Michalis Heraklides, Retail Sales Manager of EKO CYPRUS LIMITED, part of the Hellenic Petroleum Group.
- 10:10 – 10:30 **Driving Better Customer Experience | The evolution of the Irish Motor Industry, and our role in its success.**
Niamh McCarron, Operations Director, PAN Research Ltd - Ireland
- 10:30 – 11:15 **Coffee break & Networking**
- 11:15 – 11:45 **Bringing Beauty to Retail – What Matters Most**
Veronica Perico, Senior Researcher, BVA Doxa - Italy
- 11:45 – 12:05 **Is “World Class CX” really the answer? There is more to life than a smile and a recommendation**
James Keleher, Managing Director, ESA Retail, United Kingdom
- 12:05 – 12:30 **Speakers Panel and Q&A with the audience!**
- 12:30 – 14:00 Lunches
- 14:00 – 15:15 **HACKATHON** – interactive sessions

HACKATHON – HELP US FIND OUT HOW TO DO BEST WHAT MATTERS MOST

**WHAT MATTERS MOST TODAY
IN YOUR BUSINESS?**

Room – ATRIUM B

**WHAT MATTERS MOST TODAY
IN YOUR BUSINESS?**

Room – ATRIUM C

- 15:15 – 15:45 **Vendor Show & Networking & Time to schedule your meeting**
A good time for networking with members from over 45 countries and to speak with the main software providers about the new trends in the industry.
- 15:45 – 19:00 **Visiting the Winery “Christoudia” - Optional event (pre-registration was required!)**
- 19:30 – 21:30 **Informal dinner at the ALAKATI RESTAURANT** – St. Raphael Resort & Marina

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 MEZZE dinner (shared dishes) right here at ALAKATI restaurant at the St. Raphael Resort & Marina hotel between 19.30-21.30 hrs.

This event is included in the full conference package; additional guests need to pre-register to attend! 2 drinks during dinner are included and a cash bar available.

CONNECT, LEARN AND SHARE WITH MSPA - YOUR PROFESSIONAL ASSOCIATION

THURSDAY MAY 23RD – Day Two Programme

09.00 – 09.10	Doors open
09.10 – 09.30	Welcome Back - 2nd Day Andy Firth – Vice-President MSPA EA & Head of Insights at Ipsos Ltd UK – United Kingdom
09.30 – 09.40	SESSION II - MAKE THE MOST OF THE OPPORTUNITIES WE HAVE Andy Firth introduces a range of speakers, interacting with the audience and asking questions to learn more!
09.40 – 10.05	Establishing a resilient team – Building Bridges to GenZ Alexander Tichy, Managing Director, RADIX Group and Past Global President AIESEC Alumni International, The World - Austria
10.05 – 10.30	The Real Africa - Growing global brands, dynamic local creativity, diverse and challenging communities Ronelle Janse Van Rensburg, Joint Managing Director, Helion Research, South Africa.
10.30 – 11.15	Coffee break & Networking
11.15 – 11.40	Beneath the Layers: The Secret to Sustainable Business Growth Bhairavi Sagar - Founder and Director, Onion Insights Pvt. Ltd - India Aditya Singh Rathore - Vice President - Operations and Analytics, Onion Insights Pvt. Ltd. - India
11.40 – 12.00	Emotional Analytics: Decoding the Real Language of Customer Satisfaction Marilyn Uleksin, Country Manager, Dive Group - Estonia
12.00 – 12.25	Speakers Panel and Q&A with the audience!
12.25 – 12.30	MSPA EA - Elite Awards
12.30 – 14.00	Lunches
14.00 – 14.05	SESSION III - ADDRESS THE CHALLENGES WE FACE Jill Spencer introduces a range of speakers, interacting with the audience and asking questions to learn more!
14.05 – 14.25	AI 101 – The Ascent of Artificial Intelligence – from Concept to Reality Nabil Rizkallah, Managing Director, G.W.R Consulting, UAE-Lebanon-Egypt-Portugal
14.25 – 14.45	Street-Smart AI Strategies - Transforming Business, Empowering People. Real-world examples for profitability and purpose Cristiani Oliveira, Past MSPA EA President, CX Consultant – Portugal
14.45 – 15.05	(R)evolution – The future for Real, Intelligent, Actionable Insight Yves Van Dorsselaer, Managing Director, excap - Belgium
15.05 – 15.35	Speakers Panel and Q&A with the audience!
15.35 – 15.45	Where is MSPA heading to & Closing MSPA EA Conference 2024
15:45 – 16.15	Vendor Show & Networking & Time to schedule your meeting A good time for networking with members from over 45 countries and to speak with the main software providers about the new trends in the industry.
19.30 – 22.30/45	Optional Closing DINNER (Pre-registration is required)

Dinner at a magic place in Limassol - located a short drive of the hotel, sea and sunset in front of you – MSPA created a unique and private area, with fabulous food, drinks, Cypriote entertainment and a magnificent view. You do not want to miss this! Excellent food, wines and network possibilities in an informal atmosphere. Dinner and drinks are included to the dinner fee. We will depart from the lobby of the St. Raphael Resort & Marina hotel at 19.15 hrs and at 22.30/23.00 hrs the dinner is closed and busses will bring you back to the hotel.

HOWEVER in case you are not quite ready to end the evening, you are welcome to join us at Club part of the dinner venue, who open their doors to MSPA and others this evening. Located on walking distance of the restaurant. Going back to the hotel is a 20-minute walk or ordering a taxi at the exit of the Club.

Magnificent Dinner Event

