

Tuesday May 26th CUSTOMER EXPERIENCE MATTERS...
"The Role and Future for Mystery Shopping"

19.00 – 22.00 Registration and **welcome reception/dinner** at Glass Hall 2 at the Radisson BLU Riga hotel. Dinner will be served at 20.00 hrs. (Pre registration via the registration form is required)

Wednesday May 27th CUSTOMER EXPERIENCE MATTERS...
"The Role and Future for Mystery Shopping"

08.30 – 09.10 NEW members / 1st time participants workshop
 09.00 – 09.15 Registration & coffee
 09.15 – 09.50 Kickoff & Welcome by MSPA Europe;
 09.50 – 10.30 "Let's get Speed Buzzing" – Claire Boscq-Scott, Channel Islands
 10.30 – 11.30 "How to be Brilliant" – Michael Heppell, United Kingdom
 11.30 – 12.00 Coffee break
 12.00 – 12.35 **Client Case Study** – Attila Gerzsei, Smart & Premium Solutions Director at Samsung, Hungary
 12.35 – 13.45 Lunches
 13.45 – 14.30 **Break-out sessions (1st round)**

Break-out sessions 1

<p>"How to add value to brands through consumer evaluation"</p> <p>José Borralho, Customer Choice Award, Portugal,</p> <p>BETA 1</p>	<p>"Challenges of Mystery Shopping in the MENA Region"</p> <p>Rawan Bitar, Intermediaires, Jordan</p> <p>BETA 2</p>	<p>"Cultivating CX - Client Experience Matters"</p> <p>Keira Mackenzie-Smith, Learning Curve Solutions, Hong Kong</p> <p>GAMMA</p>
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14.35 – 15.15 **André Wiringa**, Chief Experience Officer & Managing Partner, IFH Worldwide, Germany
 15.15 – 15.20 Conference Day 1 Wrap Up
 15.20 – 16.15 **Vendors Show & networking**¹
 A good time for networking with members from over 46 countries and to speak with the main software providers about the new trends in the industry.

16.00 – 18.30 **Sightseeing RIGA** --- **Optional event (pre-registration was required!)**

20.00 – 22.00 **Informal dinner / restaurant Esplanāde / Radisson BLU Riga 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 the Radisson BLU Latvija 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 28th CUSTOMER EXPERIENCE MATTERS...
"The Role and Future for Mystery Shopping"

09.15 – 09.30 Registration
 09.30 – 09.45 Welcome & opening 2nd conference day
 09.45 – 10.30 **Don't Kill the Messenger - Powerful Presentation to Thrill Your Client (even if the news is bad!)** Lisa Bloom, Story Coach, Israel
 10.30 – 11.10 **The Mystery of Impact - How to increase the strategic relevance of research through impact** Jeroen Rietberg, Intellex Dynamic Reporting & Taco van der Pompe, Check Your Service, The Netherlands
 11.10 – 11.40 Coffee break
 11.40 – 12.10 **Client Case Study** – Fabienne Jouan, Galeria INNO s.a, Belgium
 12.10 – 13.00 **Break-out sessions (2nd round)**

Break-out sessions 2

<p>"How to add value to brands through consumer evaluation"</p> <p>José Borralho, Customer Choice Award, Portugal,</p> <p>BETA 1</p>	<p>"Customer Journey Mapping: Real experiences - the first weeks in the lifecycle of a smartphone user"</p> <p>Jens Schäfer, Grass Roots, Germany</p> <p>BETA 2</p>	<p>"How to Tell Great Stories; the secret to powerful stage presence, team meetings and client reporting success!"</p> <p>Lisa Bloom, Story Coach, Israel</p> <p>GAMMA</p>
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13.00 – 14.10 Lunches
 14.10 – 15.05 **"The CX Files – the truth is out there"**
 Keira Mackenzie-Smith, Learning Curve Solutions, Hong Kong
 15.05 – 15.50 **"Creating Fans not Customers"** – Chris Brindley, METRO Bank, United Kingdom
 15.50 – 16.15 Closing results conference & wrap up
 16.15 – 17.15 **Vendors Show & networking**¹
 A good time for networking with members from over 46 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)**



Dinner at Biblioteka 1 restaurant – One of the greatest restaurants in Riga, located in one of the beautiful areas in Riga, close to the hotel – MSPA reserved a private area, with fabulous view. Buffet dinner and a limited number of drinks are included in the dinner fee. This event is NOT included in the conference package, pre-registration is required.

We will depart from the Radisson Blu hotel at 19.15 hrs and at 22.30/23.00 hrs we will walk back to the hotel.

Magnificent Dinner Event



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. Club Coyote Fly; one of the most popular and exclusive clubbing and dancing locations in Riga. Located next to the restaurant and within 5 minutes walking distance of the Radisson Blu Riga hotel.

¹ Vendors show will operate throughout the whole conference