

CONFERENCE SPEAKERS



Wednesday June 8th - 9:15 - 9:45 hrs (main stage)

Kickoff - Assess | Adapt | Act

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 June 8th - 9:45 - 10:30 hrs (main stage)

The Change Mindset – A Professionals Survival Kit for Change

In times of disruptive change, we all need to be professionals with an agile mindset. Every day, we are confronted with new challenges: global competition; demanding clients; new technologies; ... We need to be people who dare to leave their comfort zone and suspend their judgement. We need to be people who explore the world from a different perspective and can turn problems into opportunities. We need people who get into action and who aren't scared to fail fast, often and move forward by experimenting.

Discover how the Change Mindset can be a survival kit for professionals in change.

YES ... you need to suspend your judgement to break fixed thinking patterns.

AND ... explore the world from a different perspective to generate new ideas.

ACT ... on it because the key to real innovation is experimenting and being prepared to fail fast, often and learn to move forward.

In this interactive and entertaining presentation, you will get the spark, tools and language to influence others to be more creative & entrepreneurial and give a big boost to your own Change Mindset.

Cyriel Kortleven Global Speakers Change Mindset. For more than 20 years, Cyriel Kortleven has been inspiring organisations like IKEA, NASA and Unilever to approach Change with courage, confidence and enthusiasm. His pragmatic advice has earned him the nickname The Simplifier. In an increasingly complex world, we need new simple perspectives to enable us to navigate uncertainty and to turn problems into opportunities.



Wednesday June 8th – 11:10 -12:40 hrs / Thursday June 9th – 11:10 – 12:40 hrs

The Case Study Hour

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

Stefaan Vandroogenbroeck - Founder Toplevel Services, CEO Multi-Value, Past President MSPA Europe/Africa and Chair of MSPA Global in 2022. Stefaan is an expert in the field of Mystery Shopping and Customer Service Relations. He is our Past President and led us all through the pandemic years. Stefaan is the CEO of TLS and Multi-Value and current chair of MSPA Global

Assess | Adapt | Act

Wednesday June 8th – 11:25 - 11:45 hrs (main stage)

Using Mystery Shopping to Help Build a Responsible Society

We are all used to talk about mystery shopping as a wonderful tool to better the quality of service, create excellent client experiences and increase profit. But mystery clients have a way to contribute much more to society and the community as well – support policy implementation, regulation compliance and even raise awareness of certain sensitive topics. This session will show examples of how we can use mystery shopping to help build and sustain a responsible society.

Juliana Goranova graduated with a BA in Sociology in Bulgaria and has a Masters in Sociology and Social Anthropology from CEU in Budapest. She has been in the market research industry for more than 15 years, and has been specialising in mystery shopping for the past 12 years with Client X Bulgaria. Juliana was lucky to be involved in one of the first mystery client companies in Bulgaria and witness how the awareness and attitude towards this technique has grown. Juliana is Managing Director at Client X.

Wednesday June 8th – 11:45 - 12:05 hrs (main stage)

How to Assess, Adapt and Act to drive change

Antonio will share the latest update on the continuing research by BARE on global and regional attitudes to consumer behaviour and confidence, how these assessments allow us to adapt our expectations, and where key clients have used this essential view to Act to drive change.

Antonio Maiorano, Director of Sales for Bare International, Europe. Antonio is working for BARE since 2017, and in these 35 years around the globe realised how important is to always look at the bright side of life, because every day on earth is a new lesson and a new experience.

Wednesday June 8th – 12:05 - 12:25 hrs (main stage)

ROI – Money for Old Rope?

Jill will present a case study that demonstrates the value of mystery shopping in a sector not typically associated with a positive customer experience, from both a provider and client perspective. She makes the Return-on-Investment Case easy!

Jill Spencer is Associate Director, at ReactCX. 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!

Thursday June 9th - 9:35 - 10:10 hrs (main stage)

Dubai - Where Secret Shoppers go Viral

The leadership of Dubai, UAE have taken people's happiness seriously over the years. Building a grande city in 50 years is not easy but building a city that promises to be the best and most forward thinking is even harder. Businesses, government entities and the people that play a major role in representing Dubai need to develop and deliver as quickly as the progress of Dubai.

Mazen will be talking about Dubai and how his highness Sheikh Mohammed has launched a city-wide evaluation scheme for retail businesses as well as government entities in the most transparent manner by surveying people and including mystery shoppers. The leadership announces every three months the top and bottom performers while encouraging them to improve within with 90 days. This is an amazing story to tell while discussing the effects of mystery shopping, people's happiness and of course the effect of social media.

Mazen Sakran, Founder of CEO of Customex. Mazen is currently spearheading Customex Solutions, a customer experience consultancy firm based in Dubai and serving the Middle East. With over 15 years of mystery shopping experience within multinational organizations, local firms and his agency, Mazen aims to bridge the gap between top notch international firms with ambitious local players to bring the best standards and customer journey to every organization that aims to put customers first.



Connect, Learn and Share with MSPA

Thursday June 9th – 11:25 - 11:45 hrs (main stage)

Artificial Intelligence - Mystery Shopping Age Verification

- Explore the practicalities of mystery shopping self-checkouts
- Understand the challenges for inherent bias on grounds of race, sex, height, disfigurement, disability
- Explore the false positive and false negative results • Handling accuracy expectations from AI vs human interactions

Tony Allen, Founder and Head of Certification at Age Check Certification (ACCS). Tony is a chartered trading standards practitioner and a leader in the protection of children from harm. ACCS provides independent mystery shopping and certification services to the age verification industry. As head of certification, Tony works with a team of fully qualified trading standards and audit professionals to verify claims of conformity.

Tony founded ACCS in March 2018, having previously spent eight years a specialist emeritus advisor at Under Age Sales Ltd. He has a wealth of other audit, certification, regulation and compliance experience and spent time as a trusted trader scheme assessor at Which? before becoming director of consumer protection at the Integrity Foundation.

Thursday June 9th – 11:45 - 12:05 hrs (main stage)

Technology is more human than you think: When Digital Transformation meets Emotional Intelligence to increase Employee and Customer Retention

Decision makers and influencers face a growing but age-old daily dilemma... How do I retain and grow revenues through better customer experience - while controlling and reducing costs using Technology. Sell More + Save Cost! Every revolution (Industrial, Technological and Digital) promised more but ended up caring less...

With the losses we have all suffered during the pandemic the one thing we learned as more vital than ever before is to serve your people and your customers with empathy and compassion - we all need to care more. When you add Emotional Intelligence to the Sell More + Save Cost equation you win, when you don't you will ultimately lose.

But how? Introducing digital transformation to the organisation's processes would indicate that you are eliminating boring task and cost, but at what price? Does this really work? What do you do with the people and talent that delivered the old processes with awareness, motivation, skill and empathy?

Joelle explores how to keep people in the picture with data and technology, using newfound Emotional Intelligence (EQ) to add to the mix. Helping you, your team and your clients Sell More, Care More and Save Cost - all together. The ultimate self-serving equation.

Joelle Makedessi, Managing Director Jomak. Joelle has gained her experience in the science of Leadership for over a decade by leading Business growth through mentoring and empowering team members. She now is the Managing Director of Jomak, a Customer Journey Optimization and Digital Transformation consultancy. Joelle takes pride in her commitment to transparency and authenticity with both the team and the customers. She believes that focusing on the Employee Experience and having processes that provide a frictionless Customer Journey are the core keys to the continuity and growth of any business and that technology is an enabler of these core keys when adopted properly.



Your Professional Association



Thursday June 9th - 12:05 - 12:25 hrs (main stage)

The Modern Mystery Shopper - Creating Brand Loyalty Obsession

Hannah joins us from the UK where, as they say there, this year has put us all 'through the wringer'! Will things ever be the same again? So in comes a new ways of working, new expectations from our mystery shoppers and new challenges/opportunities. Join Hannah for an interactive session followed by a Q&A and an opportunity to share experiences.

She will be letting you into the secrets that lead to Proinsight (UK) creating exceptional and loyal relationships in a time when the world shut its doors, and the tactics now in place that mean shoppers will stay obsessed for a long time to come. In the spirit of honest sharing ProInsight also will share the mistakes as well, after all better to fail and learn than not to try...

Hannah Weeks, Head of Operations at ProInsight. Hannah has spent over 3 years leading the operations team at Proinsight with the energy and talent you would expect from her history in management within the Health and Fitness Sector. Before working with Proinsight Hannah was a client on one hand, and a mystery shopper as well! Qualified in Sales and Marketing, Management and of course the art and science of motivating mystery shoppers, Hannah brings intelligence, pace and a keen sense of innovation to her role, and enjoys the buzz of sharing ideas and continuous learning.



Thursday June 9th - 15:20 - 15:50 hrs (main stage)

The World is Changing rapidly, so What Next?

The world is changing rapidly. Following a hugely disruptive two years, organisations and governments will continue to face significant challenges in the years ahead from the climate crisis to the cost of the living to the inexorable rise of digital. It is vital, therefore, that service providers understand and assess the challenges their clients face and adapt accordingly.

This closing paper from Andy Firth (Ipsos UK) provides an energetic and interactive overview of future trends and what they mean for us as mystery shopping providers; using data and analysis from a wealth of global studies Andy will outline the key trends we all need to be aware of and the actions we can take to support our clients in these challenging yet interesting times.

Andy Firth, Head of Insight and Analytics, Ipsos Channel Performance. Andy started working in the research and mystery shopping industry in 1998 following graduation from the University of Sheffield. Andy spent the first 9 years of his career in the 'research' side of the business focussing on a range of methodologies including customer satisfaction, market measurement, U&A and qualitative research, before moving to the mystery shopping division in 2007. As Head of Insights in Ipsos's UK Channel Performance Service Line, Andy oversees the Analytics team aimed at ensuring that account facing colleagues deliver true impact to their clients through actionable insights and high-end analytics.

ASSESS | ADAPT | ACT

2022 Conference

7-9 June

International Hotel Casino & Tower Suites
Varna, Bulgaria

MSPA EUROPE/AFRICA
MYSTERY SHOPPING PROFESSIONALS ASSOCIATION

