

TUESDAY JUNE 7TH - Welcome

17.15 – 18.45

New Members / First time attendants Session (By invitation only) - room ARIA

19.00 – 21.30

Registration and WELCOME reception/dinner at the SKYFALL of the International Hotel, Casino & Suites. Dinner will be served at 19.30 hrs. (Pre registration via the registration form is required)

WEDNESDAY JUNE 8TH – Day One Programme

09:00 – 09:15

Registration / Welcome Coffee & Networking

09:15 – 09:45

Kickoff - Assess | Adapt | Act

Luis Duarte - President MSPA Europe/Africa & CEO at More Results

09:45 – 10:30

The Change Mindset – A professionals survival kit for change

Cyriel Kortleven, Global Speaker

10:30 – 11:10

Coffee break

The Case Study Hour

11:10 – 11:25

Hosted by Stefaan Vandroogenbroeck, Past President MSPA Europe/Africa, MSPA Global Chair & CEO TLS and Multi-Value

11:25 – 11:45

Using Mystery Shopping to Help Build a Responsible Society (Case Study)

Juliana Goranova, Managing Director at ClientX – Bulgaria

11:45 – 12:05

How to Assess, Adapt and Act to drive change (Case Study)

Antonio Maiorano, Director of Sales at Bare International, Europe - Hungary

12:05 – 12:25

ROI - Money for Old Rope? (Case Study)

Jill Spencer, Past President MSPA EA, Past Chair MSPA Global & Associate Director at ReactCX – United Kingdom

12:25 – 12:40

Rapid Q&A with the audience!

12:40 – 14:00

Lunches

14.00 – 15.15 OPEN DIALOGUE – THE CONNECT, LEARN AND SHARE ZONE - 1

PROPOSITION ZONE

How will you use data to drive your business? Why do you need to change? What do you need to change in your proposition?

Room – HARMONIA

GLOBAL ZONE

What are the global trends in our market? Where are the opportunities? How does MS increase relevance?

Room - ARIA

SALES ZONE

Why buy Mystery Shopping in the market today? How does the MSPA provide credibility? How do you make the ROI Case?

Room - NOTA

15:15 – 15:45

Vendor Show & Networking & Time to schedule your meeting

A good time for networking with members from over 50 countries and to speak with the main software providers about the new trends in the industry.

15:45 – 19:00

Visiting the Monastery followed by a Wine-tasting at the Winery in old Varna. (pre-registration was required!)

19:30 – 21:30

Informal dinner at the BELLINNI - International Hotel, Casino & Suites



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 at the International Hotel, Casino & Suites between 19.30-21.30 hrs.

This event is included in the full conference package; additional guests need to pre-register to attend! A limited drinks during dinner are included.

THURSDAY JUNE 9TH – Day Two Programme

09:15 – 09:30	Registration / Welcome Coffee & Networking
09:30 – 09:35	Welcome Back - 2nd Day Luis Duarte - President MSPA Europe/Africa & CEO at More Results
09:35 – 10:10	Dubai - Where Secret Shoppers go Viral Mazen Sakran, Founder & CEO of Customex – United Arab Emirates
10:10 – 10:30	MSPA EA – Updates, News, updates and Elite Awards
10:30 – 11:10	Coffee break The Case Study Hour Hosted by Stefaan Vandroogenbroeck, Past President MSPA Europe/Africa, MSPA Global Chair & CEO TLS and Multi-Value
11:10 – 11:25	Artificial Intelligence - Mystery Shopping Age Verification (Case Study) Tony Allen, Founder and Head of Certification at Age Check Certification (ACCS) – United Kingdom
11:25 – 11:45	Technology is More Human than You Think: (Case Study) Joelle Makdessi, Managing Director Jomak – United Arab Emirates
11:45 – 12:05	The Modern Mystery Shopper - Creating Brand Loyalty Obsession (Case Study) Hannah Weeks, Head of Operations at ProInsight – United Kingdom
12:05 – 12:25	Rapid Q&A with the audience!
12:25 – 12:40	Lunches
12:40 – 14:00	

14.00 – 15.15 OPEN DIALOGUE – THE CONNECT, LEARN AND SHARE ZONE - 2

FUTURE ZONE

What technology is emerging?
What is changing in retail?
How do we adapt?

Room – HARMONIA

EMPLOYEE ZONE

Do you have enough of the right people? What do you need to change? Do you have people with skills and appetite?

Room – ARIA

SHOPPER ZONE

How engaged are your shoppers?
How do you make jobs appealing?
How do you build community?

Room – NOTA

15:20 – 15:50	The World is Changing rapidly, so What Next? Andy Firth, Head of Insights and Analytics at Ipsos Channel Performance – United Kingdom
15:50 – 16:00	Conference Wrap Up
16:00 – 16:30	Vendor Show & Networking & Time to schedule your meeting A good time for networking with members from over 50 countries and to speak with the main software providers about the new trends in the industry.
19:00 – 22:30/45	Optional DINNER Event (Pre-registration is required)

Dinner at a magic area in Varna - located on walking distance of the hotel, beach, sea and sunset in front of you – MSPA created a unique and private area, with fabulous food, drinks, Bulgarian 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 International Hotel, Casino & Suites at 19:00 hrs and at 22:30/23:00 hrs the dinner is closed and we can walk back to the hotel.

HOWEVER in case you are not quite ready to end the evening, you are welcome to join us at the PR Club, who open their doors to MSPA and others this evening. Located on walking distance of the restaurant as well as the hotel. Going back to the hotel is a 2-minute walk.



Vendors show will operate throughout the whole conference