

## Programme Masterclass 2 & 3 November 2022 – Nice, France

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### **DAY 1 – 2<sup>nd</sup> November 2022**

*Hosted by Stefaan Vandroogenbroeck (Past President MSPA EA / Chair Global Board)*

**09:30 – 10:00** Welcome and Introductions

**10:00 – 11:30** **Part 1 - A clear VISION to grow your business in changing economies!**

*Luis Duarte (President MSPA EA) and Vaclav Šojdel (Vice President MSPA EA)*

**Luis** will explore whether we are all focused and committed - Do we really want to grow your businesses? We are going to talk about the impacts on such decisions in our lives. We will cover and discuss is "How to get ready to grow" so you accelerate your business GROWTH in the most appropriate and successful direction. Luis will use an example from the "Leading Hotels of the World" accreditation programme and how this develops brands through effective and high-quality Mystery Shopping activities.

**Vaclav** will take this theme further and explain how you can adjust your proposition and react to changing economic cycles including the changes caused by the pandemic. At different stages of the economic cycle, Mystery Shopping is used differently, let's find ways how to be agile enough and react accordingly. We will explore...

- Diversification of your Mystery Shopping Portfolio based market changes.
- Balanced Scorecards and Mystery Shopping, how they come together.
- Case study: Employee Experience in a period of low unemployment

**11:30 – 11:45** Break

**11:45 – 13:00** **INTERACTIVE**

Open discussion facilitated by Stefaan. The future of Mystery Shopping, evaluating relevance and clarity of purpose and vision, considering answers to the following.

- Developing your business strategy
- Your vision for Mystery Shopping
- Developing a mission for your business

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**13:00 – 14:00** Lunch

**14:00 – 15:30** **Part 2 - Develop your PROPOSITION**  
**Why buy Mystery Shopping from your company today!**

*Nigel Cover (Governor MSPA EA) and Jill Spencer (Past President MSPA EA)*

**Nigel** and **Jill** will run an interactive workshop to explore a collective understanding of how you develop your proposition and messaging to ensure your potential customers why Mystery Shopping from you at the earliest opportunity.

**Jill** will show by example how you create compelling ROI (Return On Investment) examples and how these can accelerate your sales and client loyalty.

We will explore the following:

- Why buy Mystery Shopping
- Why buy Mystery Shopping from a MSPA company
- Why buy Mystery Shopping from YOUR company
- Why buy Mystery Shopping NOW

**15:30 – 15:45** Break

**15:45 – 17:00** **INTERACTIVE**

Open discussion facilitated by Stefaan. Developing sales and marketing messages in your business, to make the most of the morning sessions

- Developing “Why buys...”
- Explaining the value and return
- Selling to the right people

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### **DAY 2 – 3<sup>rd</sup> November 2022**

*Hosted by Stefaan Vandroogenbroeck (Past President MSPA EA / Chair Global Board)*

**Thanasis Papapostolou**

**09:30 – 11:00 Developing PEOPLE Navigating Uncertainty**

*Thanasis Papapostolou (MSPA EA Board) and Cristiani Oliveira (Past President MSPA EA)*

In a world of increasing complexity, accelerated change, and systemic shocks, business owners and employees need something to help them find their footing and move forward, despite the challenges we face. With all the challenges in our world managing ourselves and those around us will define our success!

- Learn how to maintain inner calm and confidence when faced with challenging circumstances
- Develop lifelong strategies for self-compassion and acceptance
- Ways to improve your ability to adapt to change, uncertainty, and ambiguity

**11:00 – 11:15** Break

**11:30 – 12:45 INTERACTIVE**

Stefaan will be joined by **Andy, Abdel & Istvan** in order that they can share their experience and in bringing VISION, PROPOSITION and PEOPLE together to drive a successful business.

After this Masterclass you will return to your business with many ideas you can immediately implement in your day-to-day work and share with your colleagues.

**12:45 – 13:00** Closing Remarks

**13:00 – 14:00** Lunch and depart