

Programme Masterclass 2 & 3 November 2022 – Nice, France

EFFECTIVE AND EFFICIENT - How to tune your Business to the current economic challenges. Review your Vision, Proposition, Processes, People, and Shoppers with MSPA experts and colleagues.

DAY 1 – 2nd 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!**

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

Vaclav will 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

Luis will explore whether we are all focused and committed - Do you really want to change your businesses? We are going to talk about the impacts on such decisions in our lives. We will cover and discuss "How to accelerate your business GROWTH" in the most appropriate and successful direction.

11:30 – 11:45 Break

11:45 – 13:00 **INTERACTIVE**

Open discussion facilitated by Stefaan. The relevance of Mystery Shopping, clarity of PURPOSE and VISION. We will explore:

- REVIEW of delegates input prior to the event
- Tuning your business PLAN
- Developing ACTIONS 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 adjust your proposition and messaging to ensure your potential customers why Mystery Shopping from you at the earliest opportunity, reflecting the current challenges.

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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09:30 – 11:00 Part 3 - Delivering effective Mystery Shopping Operations in challenging times

Rena Shaw (MSPA EA Board) and Monica Luciani (MSPA EA Board)

Rena and Monica will explore how to adapt your business to overcome the challenges presenting themselves today. This means more effective and efficient Recruiting, Briefing, Monitoring and Quality Control. The session will explore:

- Recruiting – Why be a Mystery Shopper?
- Briefing – What do we want our shoppers to do in today's market?
- Monitoring – checking progress and managing gaps
- Quality control – inspiring continuous shopper improvement

11:00 – 11:15 Break

11:30 – 12:45 INTERACTIVE Closing Session

Stefaan will be joined by board colleagues in order that they can share their experience and in bringing VISION, PROPOSITION and OPERATIONS 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 – 14:00 Lunch and depart