

## Workshop Week - 20-21 March 2019 Amsterdam, The Netherlands

### Tuesday 19 March 2019

19.00 - 19.30 Welcome drink delegates and trainers

19.30 - 21.00 Dinner & Networking

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### Wednesday 20 March 2019

08.45-9.00 Welcome Coffee

9.00 - 9.30 Opening & Welcome

**Jill Spencer** – President MSPA EA

**Stefaan Vandroogenbroeck**– Vice President MSPA EA

9.30 - 11.00 **Positioning and Selling Mystery Shopping - Nigel Cover**

- The market and our opportunities
- Finding your truth - what makes your business special
- Why Buys - a winning formula or selling more

11.00 - 11.15 Coffee break

**11.15 - 12.30 Questionnaire Design & Set Up - Keira Mackenzie Smith**

- Setting Project Goals is Critical. What Outcome does the Client Wish to Achieve?
- Using Project Objectives to Design
  - Mystery Shopping scenarios
  - Sampling and Frequency
  - SMART Questionnaires
  - Constructing Questionnaires that Deliver Valuable Insight

12.30 - 13.45 Lunch

**13.45 - 15.00 Questionnaire Design & Set Up - Keira Mackenzie Smith ...continues**

15.00 - 15.15 Coffee break

**15.15 - 16.30 Fieldwork and Quality Control - Rena Shaw**

- Recruiting and briefing Quality Mystery Shoppers
- Tracking progress and managing gaps
- Editing and quality control, inspiring continuous shopper improvement

19.30 - 21.00 Dinner & Networking

**Workshop Week - 27-29 November 2018**  
**Prague, Czech Republic**

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**Thursday 21 March 2019**

09.15-9.30 Welcome Coffee

**9.30 - 11.00 GDPR – How it affects Mystery Shopping - Nigel Cover**

- The background, why it exists and who it projects
- Being a Data Controller and obligations to your shoppers and employees
- Being a Data Processor and obligations to clients and their employees

11.00 - 11.15 Coffee break

**11.15 - 12.30 Motivation and Improvement of Mystery Shoppers - Keira Mackenzie Smith**

- Creating Effective Shopper Training Programs
- Training the Trainers - Adult Learning Methods
- Celebrating, Motivating and Incentivising Shoppers

12.30 - 13.45 Lunch

**13.45 - 15.00 Motivation and Improvement of Mystery Shoppers - Keira Mackenzie Smith**  
**...continues**

15.00 - 15.15 Coffee break

**15.15 - 16.30 Growing your Business - Luis Duarte**

- Mission, Vision and a Clear Value Proposition
- Being internally organized to grow
- Which directions to grow? More sectors? More markets? More services? (Training & Coaching? Employee Engagement? Market Research? CX?)