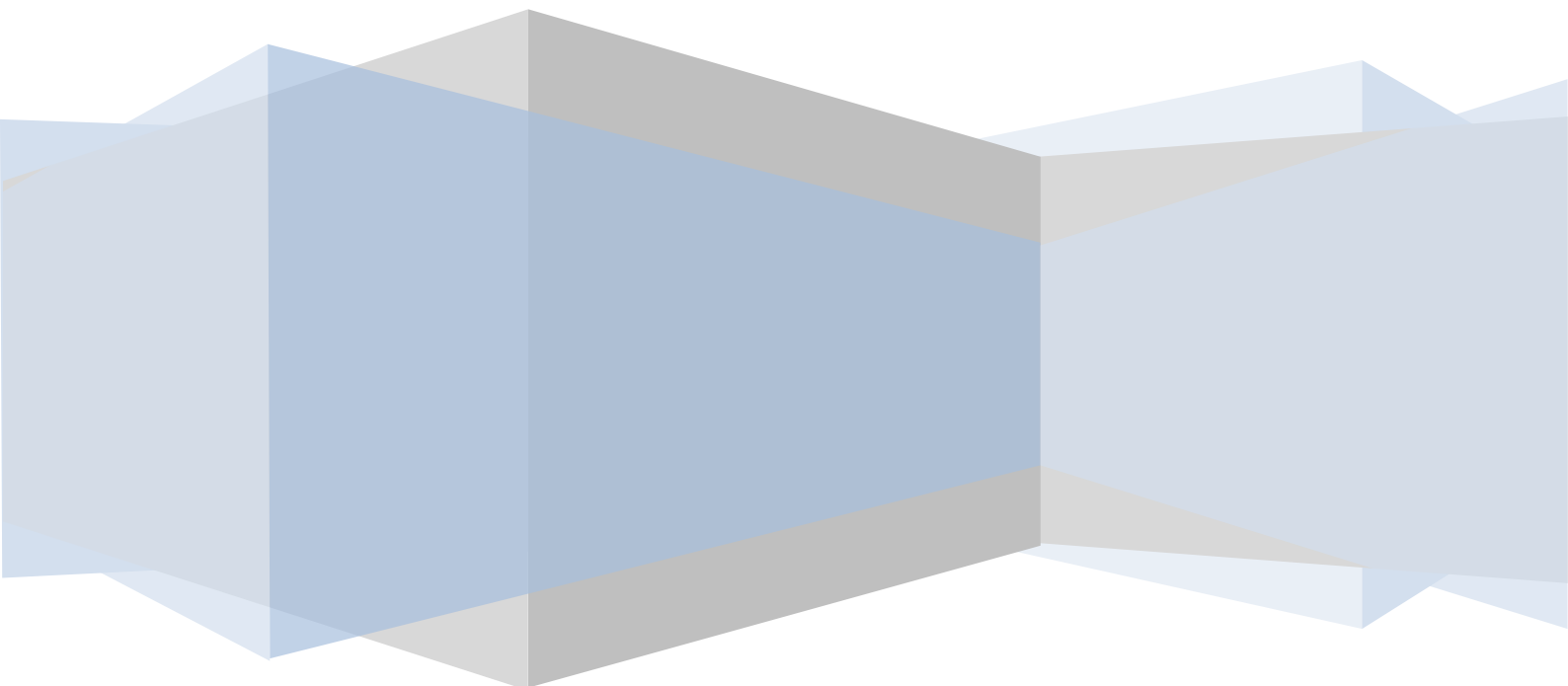




**MSPA Europe**

**Manchester**

**29 – 30th November**



# PROGRAMME November 28<sup>th</sup> 2017

- 19.00 – 19.30 Welcome drinks at the bar for all delegates registered for dinner  
19.30 – ... Pre-workshop Dinner & networking at restaurant in Hotel

# PROGRAMME November 29<sup>th</sup> 2017

- 8.30 – 9.00 Welcome coffee and networking opportunity

- 9.00 – 9.30 **Opening & Welcome**

by **Jill Spencer** – REACT Surveys, United Kingdom – President MSPA Europe

by **Stefaan Vandroogenbroeck** – TopLevel Services, France/Belgium – Vice President MSPA Europe

- 09.30 – 10.45 **Using mystery shopping for benchmarking and business development**

Workshop managed by **Veronica Boxberg Karlsson** – Better Business World Wide

Veronica will present how mystery shopping can be included as one part in different concepts to give clients a broader base for business decisions of their companies.

Offering concepts with combined surveys can also bring add-on sales to the mystery shopping company. The participants are encouraged to share how they include mystery shopping in concepts for their clients.

- 10.45 – 11.00 Coffee break

11.00 – 12.30 **Workshop about how we can increase the quality of our shoppers**

Workshop managed by **Jill Spencer & Stefaan Vandroogenbroeck**

During this interactive workshop hosted by Jill & Stefaan you will receive several new ideas to increase the quality of your shoppers panel.

12.30 – 13.45 Lunch

13.45 – 16.45 **Appreciative Inquiry - Storytelling in Mystery Shopping**

Workshop managed by **Keira Mackenzie-Smith** - Learning Curve, Hong Kong

A predominant 'emerging' theme arising from the 'Rose, Bud, Thorn' analysis at the Belgrade MSPA EU Conference was Storytelling and how to incorporate it into Mystery Shopping. Using the strengths-based model of Appreciative Inquiry, Keira will engage the group in an interactive session of discovering the power of Storytelling as an effective tool to unravel mystery shopping data, and empower clients to share the data internally. Participants will gain a fresh 'appreciative' perspective on reviewing data and linking results to reality.

19.00 – 19.30 Welcome drinks at the bar for all delegates that join for dinner

19.30 – 21.30 Dinner and networking

# PROGRAMME November 30<sup>th</sup> 2017

8.30 – 9.00 Welcome coffee and networking opportunity

9.00 – 11.00 **Appreciative Inquiry – Diversification of Mystery Shopping**

Workshop managed by **Keira Mackenzie-Smith** - Learning Curve, Hong Kong

Continuing the asset-based concept of Appreciative Inquiry, participants will examine another topic appearing top of the “Rose’ list – Diversification in Mystery Shopping. Rather than beginning from a deficit-base, asking “what’s the problem?”, a mindset of Appreciative Inquiry leverages positive, strengths-based opportunities. This session will review complementary products and services used by mystery shopping companies globally, in their determination to add value to the client’s dollar. Participants will explore how these ideas can become their own assets for growth.

11.00 – 11.15 Coffee break

11.15 – 12.30 **Audio & Video Mystery Shopping**

Workshop managed by **Vaclav Sojdel** - Market Vision s.r.o, Czech Republic

During this workshop Vaclav will show you & present how you can work with audio & video Mystery Shopping; How to fully utilize the potential of audio & video recordings; How you can develop and use system called listen2care.....and more

12.30 – 13.45 Lunch

13.45 – 15.30 **Mystery Shopping in a wider context**

Workshop managed by **Nigel Cover** - Cover Consulting, United Kingdom

Where, when and how to position Mystery Shopping with Customer Experience, Employee Engagement and Performance Improvement.

This workshop also includes exercises on how to understand and overcome business problems by using models like:

- Rose Thorn Bud
- The GROW model
- Selling in with the Why Buys

15.30 – 16.30 Farewell drinks and meet the MSPA Europe Board