

MSPA Conference in Belgrade 2017

Preliminary program

Tuesday 23rd of May, 2017

18:00 - 18:45 **New Members / First time attendants Workshop (By invitation only)**
Session host - MSPA EU Education Team

19:00 - 22:00 **Welcome reception/dinner**
This event is included in the conference package, but pre-registration is required

This has become a tradition at our conference.

At 19:00 hrs the registration desk will open to welcome delegates coming from over 45 different countries **at the Metropol Palace Hotel**. The MSPA Europe Board of Directors will host a reception/dinner. This is an informal event, it is the perfect occasion to see "old" friends and meet new one. Dinner will be served at 20.00.



Wednesday 24th of May, 2017 – conference day 1

09:00 - 09:30 Registration / Welcome Coffee & Networking

09:30 - 09:50 **Kick-off and Welcome by MSPA Europe**
Yvonne Kinzel - President MSPA Europe & General Manager (D, A, CH) at Multi-Value GmbH Germany

09:50 - 10:35 **Passenger Experience; a never ending journey**
Daan Noordeloos, Transavia and Arjen van Hijum, CEO Store Support - The Netherlands

10:35 - 11:00 **Clients case Study**
Nebojša Ilić, General Manager of Doming and Emilija Ivancajic, Intelligence Market Research - Serbia

11:00 - 11:40 Coffee-break

11:40 - 12:40 **Break-out sessions**

- **New Era: Mystery Shopping and the Significance Economy; Beyond the Customer Experience!**
Hans Smith, CEO Groeitrainingen en Founder Mystery Review - The Netherlands
- **Be Mobile - how we built our app to land on the future of mystery shopping -**
Fabrizio Checchi, Ceo Mebius - Italy
- **Ode to Joy (Gin & Tonic) - Orchestrating key instruments to successful collaborations**
Lysandros Hadjilambrou, CEO Conread - Cyprus

12:40 - 14:00 Lunch

14:00 - 14:30 **The Changing Face of Financial Services Mystery Shopping**
Adrew Firth, Director at GfK Mystery Shopping - United Kingdom

14:30 - 14:45 MSPA EU Elite Program

14:45 - 15:00 Conference Day 1 Wrap-up

15:00 - 16:00 Vendor Show & Networking & Time to schedule your meeting ¹

16:00 - 19:00 **Sightseeing Tour Belgrade – pre-registration needed!**

20:00 - 22:00 **Informal Dinner – Metropol Palace Hotel**

¹ Vendors show will operate throughout the whole conference

Note: This is a preliminary agenda only and is subject to change.

MSPA Conference in Belgrade 2017

Preliminary program



Dinner – 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 Metropol Palace hotel between 20.00-22.00 hrs.

This event is included in the conference package, but pre-registration is required.

Thursday 25th of May, 2017 – conference day 2

- 09:00 - 09:30 Registration / Welcome Coffee & Networking
- 09:30 - 09:40 Welcome & Opening 2nd Conference Day
- 09:40 - 11:00 **Bud, Thorn & Rose...**
Jill Spencer, Director at React Surveys & Incoming President MSPA Europe
Nigel Cover, Past President MSPA Europe and Past Chair MSPA Global
- 11:00 - 11:40 Coffee-break
- 11:40 - 12:40 **Break-out sessions**
- **New Era: Mystery Shopping and the Significance Economy; Beyond the Customer Experience!**
Hans Smith, CEO Groeitruiningen en Founder Mystery Review - The Netherlands
 - **Be Mobile - how we built our app to land on the future of mystery shopping -**
Fabrizio Checchi, Ceo Mebius - Italy
 - **Ode to Joy (Gin & Tonic) - Orchestrating key instruments to successful collaborations**
Lysandros Hadjilambrou, CEO Conread - Cyprus
- 12:40 - 14:00 Lunch
- 14:00 - 14:30 **Customer Experience 360° approach**
Dmitriy Pavlenko, Head of Scheduling Worldwide by 4Service
- 14:30 - 15:00 **Filling in the Gaps – how MultiChoice uses mystery shopping to understand the gaps between customer experience designed and delivered**
Clint Payne - Programme Manager Customer Experience at MultiChoice - South Africa
- 15:00 - 15:30 Where is MSPA heading to & conference wrap up
- 15:35 - 16:35 Vendor Show & Networking
- 19:00 - 23:00 **Optional Magnificent Dinner Event** (Pre-registration is required)



Optional Dinner Event - Dinner at 1 of the best restaurants in Belgrade AMBAR, located in one of the exciting areas near to the SAVA river, close to the hotel – MSPA reserved a private area, with fabulous train of food, drinks and view. This you do not want to miss!!! Excellent food, wines and network possibilities in an informal atmosphere. *Dinner and a limited number of drinks are included to the dinner fee.*

This event is NOT included in the conference package, pre-registration is required. We will depart from the Metropol Palace hotel at 19.00 hrs and at 22.30/23.00 hrs busses will bring you back to the hotel. HOWEVER in case you do not like to end the evening yet, you are most welcome to join us in one of the Clubs that are located near to the restaurant and are the most exclusive clubbing and dancing location in Belgrade at the moment.



Social Network Events

Tuesday evening 23rd of May

19.00 – 22.00

Welcomes Reception/ Informal Buffet dinner at the Metropol Palace hotel

(**INCLUDED** in the full 2-days registration fee, pre registration via the registration form is required) – drinks are included

Wednesday evening 24th of May

16.00 – 19.00

Sight seeing Tour Belgrade

Are you joining us to explore the city **BELGRADE!**

On request of many we included a breathtaking sightseeing tour again this year to visiting the city Belgrade. The conference program will end before the sightseeing tour starts, leaving by busses, exploring the old fortress by foot, English speaking guides will join you for the tour, a nice glass of wine & canapes are served and around 19.00 hrs (7pm) the busses will arrive back to the hotel! A fantastic experience which we hope most delegates will attend!

Exploring the mystery and beauty of Belgrade!

(**NOT INCLUDED** and pre registration is required)

20.00 – 22.00

Informal Buffet dinner at the Metropol Palace hotel

(**INCLUDED** in the full 2-days registration fee, pre registration via the registration form is required) – 2 glasses of wine/beer/soda per person is included

Thursday evening 25th of May

19.00 – 22.30/23.00

Dinner Event - Dinner at 1 of the best restaurants in Belgrade, located in one of the exciting areas near to the river, close to the hotel – MSPA reserved a private area, with fabulous train of food, drinks and view. This you do not want to miss!!! Excellent food, wines and network possibilities in an informal atmosphere. *Dinner and a limited number of drinks are included to the dinner fee.*

(**NOT INCLUDED** in registration fee, pre registration via the registration form is required)

.....