

# MSPA® EUROPE/AFRICA

MYSTERY SHOPPING PROFESSIONALS ASSOCIATION



## 26<sup>th</sup> MSPA Europe/Africa conference

**Help us...SPREAD THE WORD**

Extend Reach, Increase Relevance and Improve Return

20- 22 May 2025

HILTON TALLINN PARK HOTEL | TALLINN | ESTONIA

# HELP US...SPREAD THE WORD EXTEND REACH, INCREASE RELEVANCE AND IMPROVE RETURN

## MONDAY MAY 19<sup>TH</sup>

10.00 – 16.00 Operational Excellence Workshop (pre-registration required) - room SYDNEY

## TUESDAY MAY 20<sup>TH</sup> - WELCOME

10.00 – 16.00 **Client meeting Research Metrics (by invitation only)** - room LAS VEGAS  
13.00 – 16.00 **Client meeting LiveShopper/Sassie (by invitation only)** - room ATLANTIC CITY  
17.30 – 18.45 **New Members / First time attendants Session (By invitation only)** - room SYDNEY  
19.00 – 21.30 **Registration and WELCOME reception/dinner at the Hilton Tallinn Park Hotel.**  
Dinner will be served at 19.30 hrs. (Pre-registration via the registration form is required)

## WEDNESDAY MAY 21<sup>ST</sup> – DAY ONE PROGRAMME

09:05 – 09:15 Doors open  
09:15 – 10:00 **Kick-off – Time to Spread the Word in Our MSPA World**  
Vaclav Sojdel, President MSPA Europe/Africa & Country Manager at Market Vision – Czech Republic  
10:00 – 10:30 **Welcome to Estonia | Where One Size Does Not Fit All!**  
Kerli Soosaar, CEO Dive – Estonia  
Erve Lettermo, Group Sales Performance Manager Dive – Estonia  
10:30 – 11:15 Coffee break & Networking  
11:15 – 11:35 **PART 1 - DRIVING RELEVANCE AND RETURN**  
Jill introduces a range of case study speakers and opens the session with a unique case study!  
Jill Spencer, Past President MSPA EA & MSPA Global Chair and Director of Insight, Proinsight - UK.  
11:35 – 12:00 **Actions, not Metrics drive Profit! | Break the tyranny of metrics! Judgements and Actions speak louder**  
Lea König and Truong Nguyen, Mystery Shopping Co-Directors at OpinionWay - France  
12:00 – 12:20 **Stay Relevant! Change before it is too late... | Personalisation, Sustainability and Convenience – the pillars of new retail – are you ready?** Sourabh Narsaria, CEO, FloorWalk - India  
12:20 – 12:40 **The EX Effect - How to increase Employee Satisfaction and Profit!**  
Zoltán Herczeg, Founder and CEO | Vivien Czako, Client Success Manager at Phantom Shopping - Hungary  
12:45 – 14.00 Lunch  
14.00 – 15.15 **HACKATHON** – interactive sessions

### HACKATHON – AI YOUR BUSINESS

#### AI YOUR BUSINESS?

Room – LAS VEGAS 1

#### AI YOUR BUSINESS?

Room – LAS VEGAS 2

15.15 – 15.45 **Vendor Show & Networking & Time to schedule your meeting**  
A good time for networking with members from over 45 countries and to speak with the main software providers about the new trends in the industry.  
15.45 – 18:45 **Exploring Tallinn - Sight seeing (walking) tour (pre-registration was required!)**  
19.30 – 21.30 **Informal dinner at the ABEL BUTCHER RESTAURANT – Hilton Tallinn Park Hotel**



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 Hilton Tallinn Park Hotel between 19.30-21.30 hrs.

This event is included in the full conference package; additional guests need to pre-register to attend! 2 drinks during dinner are included and a cash bar available.

# CONNECT, LEARN AND SHARE WITH MSPA YOUR PROFESSIONAL ASSOCIATION

## THURSDAY MAY 22ND – DAY TWO PROGRAMME

09.05 – 09.15	Doors open
09.15 – 09.35	<b>Welcome Back - 2nd Day</b> Andy Firth, Vice-President MSPA EA & Head of Insights and Analytics, Ipsos UK Ltd
09.35 – 10.00	<b>Wake up, Smile and Build a Better Business!   How to Reach more people and convert your experience into opportunities.</b> Bernarda Blažek, CEO, Newton Research Europe – Croatia Lina Schölin, CEO, Better Business - Sweden
10.00 – 10.30	<b>How ROI Can Cripple Your Reach...   Focus on the means not the end</b> Steven Di Pietro, Founder, Service Integrity Mystery Shopping – Australia
10.30 – 11.15	Coffee break & Networking
11:15 – 11.20	<b>PART II - EXTENDING OUR REACH AND BUILDING RESILIENCE</b> Hosted by Andy Firth, Vice-President MSPA EA & Head of Insights and Analytics, Ipsos UK Ltd
11.20 – 11.40	<b>Reach Out to Africa   Tune in to the African Diversity and build success</b> Ronelle Janse Van Rensburg, Joint Managing Director, Helion Research, South Africa.
11.40 – 12.05	<b>A Fresh Look From All Sides   Follow the journey from the shop floor to the top floor</b> Patrik Pridalko, Country Manager at iStyle – Hungary Jeno Zsiga, General Manager, Bare International - Hungary
12.05 – 12.25	<b>Thriving Through Adversity: A Journey of Challenge, Change &amp; Resilience...   Adapting to Uncertainty, Staying Relevant, and Emerging Stronger.</b> Iuri Constantinov, CEO, 4Service Group - Ukraine
12.25 – 12.30	<b>MSPA EA - Elite Awards Ceremony</b>
12.30 – 14.00	Lunches
14:00 – 14.05	<b>PART III - THEN, NOW and NEXT</b> Hosted by Vaclav Šojdel – President MSPA Europe/Africa & Country Manager at Market Vision – Czech Republic
14.05 – 14.25	<b>Success is in the Detail - 5 Ways to Thrive...   Increasing Relevance, Resilience and Return from AI</b> Monica Luciani, Founder, Mebius – Italy Fabrizio Checchi, Chief Problem Solver at Mebius - MysteryClient.it - Italy
14.25 – 14.50	<b>PANEL DISCUSSION - Then, Now and Next in Technology</b>
14.50 – 15.10	<b>Why Mystery Shopping Matters More in 2025...   Define a clear purpose and prove meaningful commercial Impact</b> Andy Firth, Vice-President MSPA Europe/Africa and Head of Insights and Analytics, Ipsos UK Ltd
15.10 – 15.20	<b>Then, Now and Next as Your president...</b> Closing MSPA EA conference 2025, handover Presidency.
15:20 – 16.00	<b>Vendor Show &amp; Networking &amp; Time to schedule your meeting</b> A good time for networking with members from over 45 countries and to speak with the main software providers about the new trends in the industry.
19.15 – 22.30/45	<b>Optional Closing DINNER (Pre-registration is required)</b>

*Dinner at a beautiful place in the middle of the old centre of Tallinn - located a short drive or walk of the hotel – MSPA created a unique and private environment. You do not want to miss this! Excellent food, wines, outstanding entertainment and network possibilities in an informal atmosphere. Dinner and drinks are included to the dinner fee.*

**We will depart from the lobby of the Hilton Tallinn Park Hotel at 19.15 hrs and at 22.30/23.00 hrs the dinner is closed and busses will bring you back to the hotel (or...take an evening walk back).**

HOWEVER in case you are not quite ready to end the evening, you are welcome to join us to one of "the" Clubs in Tallinn; VENUS Club, who open their doors to MSPA and others this evening. Located on walking distance of the dinner venue. Going back to the hotel is a 15-minute walk or ordering a taxi at the exit of the Club.



# Welcome



Václav Šojdel  
President MSPA Europe/Africa

We are proud to welcome old, new and potential members to the 26th MSPA Europe/Africa event. Mystery Shopping has become a popular tool for many companies worldwide and we are delighted to be able to exchange experiences with our fellow professionals from all continents. We welcome over 175 participants from over 45 countries and hope everyone will learn something useful to take back home with them. Together we are developing the industry, so please share your thoughts and knowledge with us.



Andrew Firth  
Vice President MSPA Europe/Africa

## About MSPA

MSPA is the largest professional trade association dedicated to improving service quality using anonymous resources. Today MSPA have more than 450 member companies worldwide. Our member companies work with their clients to establish mechanisms to measure and improve levels of service.

## Purpose

MSPA is a global association of professionals united as a common body for the purpose of strengthening the mystery shopping industry through combined efforts and actions. MSPA exists to improve and stimulate the acceptance, performance, reputation and use of mystery shopping services.

The Association operates on a regional basis worldwide, with Chapters located in America, Europe/Africa and Asia/Pacific. Member companies unite as a common body for the purpose of strengthening the Mystery Shopping industry through combined efforts and actions.

A fundamental aim of the association is to ensure that consistent professional standards and ethical behaviors are maintained, consistent with its mission and value statements.

## The primary goals of the MSPA are to:

1. Establish professional standards and best practices;
2. Regulate ethical behavior;
3. Educate providers and their employees, clients and independent contractors in order to improve quality of service;
4. Foster the image of the industry; and to
5. Promote the value of member products and services.

## Guidelines

MSPA Guidelines are binding on members and can be downloaded from our web site: [www.mspa-ea.org](http://www.mspa-ea.org)

## Sponsors & Vendors



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