

## WHO WE ARE

MSPA is the representative Trade Association for companies involved in the Mystery Shopping industry. 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.



## OUR GOAL

Our goal is to improve and stimulate the acceptance, performance, reputation and use of Mystery Shopping services worldwide.



The primary goals of MSPA are to:

- Establish professional standards and ethics for the industry
- Educate providers, clients and shoppers to improve quality of service
- Improve the image of the industry through public relations and professional conduct
- Promote members to other industry associations and prospective clients

With over 450 member companies worldwide, our diverse membership includes marketing, research and merchandising companies, private investigation firms and training organisations as well as companies that specialise in using, supporting and providing Mystery Shopping services.



MSPA Europe/Africa  
P.O. Box 82276  
2508 EG The Hague  
The Netherlands

## INTERESTED IN JOINING US?

Find out more [www.mspsa-ea.org](http://www.mspsa-ea.org)

Or by contacting Nikky Alkemade  
Executive Director by email or phone:

Email: [nikky@mspsa-ea.org](mailto:nikky@mspsa-ea.org)

Phone: +31-70-358 73 71



## THE HOME OF MYSTERY SHOPPING

CONNECT, LEARN & SHARE  
WITH THE PROFESSIONALS

# THE BENEFITS OF MSPA MEMBERSHIP

- Work to industry standards by adhering to our code of ethics
- Receive training support for your executive staff, support staff and mystery shoppers
- Certification of mystery shoppers
- Access to the latest news on industry trends and guidance on best practice
- Worldwide networking opportunities with industry experts
- Support with arbitration if conflicts arise with other members
- Annual EU/Africa conference attendance - discuss best practice with 250 other members from 50 countries across Europe and Africa
- Discounts on all worldwide MSPA conferences
- Access to education workshops and learning modules for your employees

# MEMBERSHIP OPPORTUNITIES

MEMBER  
**MSPA**



## FULL MEMBERSHIP

As a full member you'll have an unlimited opportunity to connect, learn and share with the industry leaders in Mystery Shopping techniques and working practices. Full membership costs € 550 per year and provides you with access to all the benefits that MSPA has to offer, including the members area of the website which contains useful features such as our Knowledge Centre, FAQ, Hints & Tips, 'Ask the Governor' Q&A and Jobs Board.

MSPA  
**CANDIDATE**  
MEMBER



## CANDIDATE MEMBERSHIP

We recognise that some companies that are new to the Mystery Shopping industry still need our support to grow their client base. Therefore, we offer Candidate membership to companies that have been trading for less than 2 years but meet all other criteria, at a cost of € 325 per year. Candidate Members are encouraged to participate fully in MSPA activities and may progress to Full Membership in the future.

ASSOCIATE MEMBER  
**MSPA**



## ASSOCIATE MEMBERSHIP

MSPA offers Associate Membership to companies or individuals involved in the industry, but who don't directly offer Mystery Shopping services. Associate Members include technology vendors, academics, training companies, HR agencies and other companies that cooperate with or sell products/services to Mystery Shopping providers. This category of membership costs € 550 per Year.

*All MSPA membership applicants need to provide proof that they operate professionally and with integrity before they are accepted into our organisation. More detailed information on member benefits and criteria for each membership category can be found on our website, however as a minimum you must be able to demonstrate:*

- A reputation for excellence in operation
- Agreement to abide by and to apply the MSPA Code of Professional Ethics
- Agreement to abide by and to apply the MSPA Code of Professional Standards
- Official proof of business existence (i.e. articles of incorporation, insurance records, or business license)

