

## THURSDAY MAY 23<sup>rd</sup> - Day Two Programme

09.00 – 09.15	Registration / Welcome Coffee & Networking
09.15 – 09.30	<b>Welcome &amp; opening 2nd Day</b> Stefaan Vandroogenbroeck, Vice President MSPA Europe/Africa & CEO ToplevelServices
09.30 – 10.20	<b>The Pricing Paradox</b> Steven Di Pietro, Executive Director at Service Integrity Mystery Shopping
10.20 – 11.00	<b>Get a Grip on Your Business</b> Chris Goldmann, Professional EOS Implementer & Alexander Celie, Founder of 10XWorldwide
11.00 – 11.40	Coffee break
11.40 – 12.40	

### BREAK-OUT SESSIONS 2

<p><b>Put a Prize on Quality -</b> How to create a better profile and new business opportunities by diversifying into new channels and sectors</p> <p>Reidar Skorpen, General Manager at SeeYou - Norway</p> <p>Room - HVAR</p>	<p><b>Agile CRM   Measuring Client Value</b></p> <p>Keira MacKenzie-Smith, Managing Director at Learning Curve - Hong Kong</p> <p>Room - main conference room</p>	<p><b>INTERdigitalACTION: Harvesting Experiential Insight in Realtime</b></p> <p>Stephanie Damas, Director of Qualitative Research at Global Link</p> <p>Room - BRAC I</p>	<p><b>Get a Grip on Your Business</b></p> <p>Alexander Celie, Founder of 10XWorldwide &amp; Chris Goldmann, Professional EOS Implementer</p> <p>Room - BRAC III</p>
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12.40 – 14.00	Lunches
14.00 – 14.25	<b>How Mystery Shopping and Customer Experience makes Peugeot Citroen more Agile</b> Lada Botica, Quality & Customer Care Department, Peugeot & Citroen Bernada Blažek, CEO, MSA Adria & Dominik Tepeš Rafaj, MSA Adria - Croatia
14.25 – 15.00	<b>Measuring For Design</b> Clint Payne, Programme Manager, Customer Experience at MultiChoice - South Africa
15.00 – 15.30	<b>Where is MSPA Heading and Conference Wrap Up</b>
15.30 – 16.00	<b>Vendor Show &amp; Networking &amp; Time to schedule your meeting</b> A good time for networking with members from over 50 countries and to speak with the main software providers about the new trends in the industry.
19.00 – 22.30/45	<b>Optional DINNER Event</b> <i>(Pre-registration is required)</i>

Dinner at a magic area in Split - a 15 minute drive from the hotel, sea and sunset in front of you – MSPA reserved a private restaurant, with fabulous food, drinks, Croatian entertainment and a magnificent view. You do not want to miss this! Excellent food, wines and network possibilities in an informal atmosphere. Dinner and a drinks are included to the dinner fee.

**We will depart from the lobby of the Le Meridien Lav Hotel at 19.10 hrs and at 22.30/23.00 hrs the dinner is closed and busses return to the hotel or...**



HOWEVER in case you are not quite ready to end the evening you are welcome to join us at Fabrique, who open their doors to MSPA and others this evening. Located a 10 minute bus drive from both the dinner event and the hotel.

Magnificent Dinner Event  
Vendors show will operate throughout the whole conference

## AGILITY - THE FUTURE FOR PROSPERITY

### TUESDAY MAY 21<sup>st</sup> - Welcome

17.45 - 18.45	<b>New Members / First time attendants Workshop</b> (By invitation only) - <b>room VIS</b>
19.00 – 22.00	<b>Registration and WELCOME reception/dinner</b> at the Spalatum Galary of the Le Meridien Lav Hotel. Dinner will be served at 20.00 hrs. <i>(Pre registration via the registration form is required)</i>

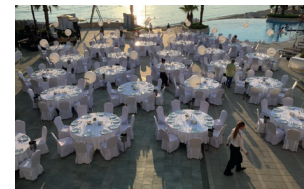
### WEDNESDAY MAY 22<sup>nd</sup> - Day One Programme

09.15 – 09.30	Registration / Welcome Coffee & Networking
09.30 – 09.45	<b>Kickoff &amp; Welcome by MSPA Europe</b> Jill Spencer - President MSPA Europe/Africa & Associate Director at ReactCX
09.50 – 10.05	<b>One Year of GDPR, What Can We Learn?</b> Nigel Cover, Past President MSPA Europe/Africa & Past Chair MSPA Global
10.05 – 10.20	<b>MSPA E-Learning, Workshops, Networking... What's New!</b> Stefaan Vandroogenbroeck, Vice President MSPA Europe/Africa & CEO ToplevelServices
10.20 – 10.45	<b>Mystery Guest – Vacation or Work?</b> <b>Zeljka Joinovic</b> - Heraklea Mystery Shopping d.o.o. & <b>Nikica Supek</b> - Aminess Hotels & Campsites
10.45 – 11.30	Coffee break

### BREAK-OUT SESSIONS 1

<p><b>Put a Prize on Quality -</b> How to create a better profile and new business opportunities by diversifying into new channels and sectors</p> <p>Reidar Skorpen, General Manager at SeeYou - Norway</p> <p>Room - HVAR</p>	<p><b>Agile CRM   Measuring Client Value</b></p> <p>Keira MacKenzie-Smith, Managing Director at Learning Curve -Hong Kong</p> <p>Room - main conference room</p>	<p><b>INTERdigitalACTION: Harvesting Experiential Insight in Realtime</b></p> <p>Stephanie Damas, Director of Qualitative Research at Global Link</p> <p>Room - BRAC I</p>	<p><b>The Future of Learning and How to Benefit as a Mystery Shop Provider</b></p> <p>Guy Van Neck, VP Europe at BARE International &amp; Founder MobieTrain</p> <p>Room - BRAC III</p>
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12.30 – 14.00	Lunches
14.00 – 14.25	<b>Keeping Your Business Agile within an International Environment</b> - Combining Cultural Diversity, Omni-Channel Customer Journey and creating your own specific business model Alexander Tichy, Managing Director of Radix Group - Austria
14.25 – 15.00	<b>Q&amp;A / Panel - Keeping Your Business Agile within an International Environment</b> Jill Spencer - President MSPA Europe/Africa & Associate Director at ReactCX
15.00 – 15.05	Conference Wrap Up - Day 1
15.05 – 15.30	<b>Vendor Show &amp; Networking &amp; Time to schedule your meeting</b> A good time for networking with members from over 50 countries and to speak with the main software providers about the new trends in the industry.
15.30 – 18.45	<b>Sightseeing Split -- Optional event (pre-registration required!)</b>
20.00 – 22.00	<b>Informal dinner</b> at the 7 Palms restaurant of the Le Meridien Lav 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 BBQ dinner buffet right here at the Le Meridien Lav Hotel between 20.00-22.00 hrs.

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