

Programme Workshop Week 27 & 28 November 2019, Italy

Wednesday 27 November 2019

DAY ONE - Leadership and Sales

Focused on the needs of leaders and business developers, but valuable to anyone in a position to influence strategy with your business and your clients.

Thursday 28 November 2019

DAY TWO - Client Management and Operations

A day for those that deliver your business promise to your clients and through your operational excellence.

Day 1 Leadership and Sales		Day 2 Client Management and Operations	
9:00 - 9:30	<i>Introduction to MSPA and Ethics</i>	<i>Introduction to MSPA and Ethics</i>	9:00 - 9:15
9:30 - 10:15	<i>GDPR and Legislation Overview</i>	<i>GDPR and Legislation Detail and Testing</i>	9:15 - 10:30
Coffee Break		Coffee Break	
10:45 - 12:30	<i>Proposition and Positioning In Our Market</i>	<i>Recruiting and Managing Shoppers</i>	11:00 - 12:30
Lunch		Lunch	
13:30 - 15:00	<i>Add on Sales and Case Studies</i>	<i>Setting up Projects</i>	13:30 - 15:00
Coffee Break		Coffee Break	
15:30 - 17:00	<i>Grow and Diversify</i>	<i>Presenting Results</i>	15:30 - 17:00

All timings are approximate

Programme Workshop Week 27 & 28 November 2019, Italy

Pre-Workshop Dinner

Tuesday 26 November 2019

19.00 - 19.30 Welcome drink delegates and trainers

19.30 - 20.30 Dinner & Networking

DAY ONE - Leadership and Sales

Wednesday 27 November 2019

08.45 - 09.00 Welcome Coffee

09.00 - 09.30 **Introduction to MSPA & Ethics - Stefaan Vandroogenbroeck**

Stefaan is the President of the MSPA in Europe and Africa and welcomes all to our workshop. He explains the origins and benefits of our association to member companies, and the Ethics that bind us all together.

09.30 - 10.15 **GDPR and Legislation Overview - Nigel Cover**

Nigel is a Past President and previously the Global Chair of the MSPA and has a unique insight into how the challenges legislation like GDPR will impact your business, and how to make sure you turn these challenges into advantages. We will explore:

- The background, why it exists and who it projects from a Business Owner perspective
- How it affects Mystery Shopping
- Overview of Business Implications
- Being a Data Controller and obligations to your shoppers and employees
- Being a Data Processor and obligations to clients and their employees

10.15 - 10.45 Coffee break

10.45 - 12.30 **Proposition & Positioning In Our Market - Vaclav Sjodel & Nigel Cover**

Nigel has 30 years leading MS and CX businesses on a global stage and Vaclav heads a dynamic growing operation, using his background as an economist to make the most of every market situation.

In this joint session, aimed at owners and business developers, Nigel will discuss and lead a brainstorm on how to make sure your business has the right Value Proposition to be successful. Nigel will draw on real examples to help you understand:

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- The wider CX market and our opportunities
- Finding your truth - what makes your business special
- Why Buys - a winning formula or selling more

Vaclav will extend the subject into how you can adjust your proposition and react to changing economic cycles:

- At different stages of the business/economic cycle, mystery shopping is used differently, let's find ways how to be agile enough and react accordingly
- Balanced Scorecards and Mystery Shopping, how they come together
- Diversification of your Mystery Shopping Portfolio based market changes
- Case study: Mystery Recruitment/Employee Experience

12.30 - 13.30 Lunch

13.30 - 15.00 Add on Sales and Case Studies - Stefaan Vandroogenbroeck

Stefaan returns to lead a session dedicated to how you can sell more services from a solid base of Mystery Shopping. Some of the key issues we will develop during the workshop are:

- What are the Mystery Shopping techniques that work well today?
- How can we add some easy to create additional services on our portfolio?
- How can we combine Mystery Shopping with other services like training, coaching, customer surveys...
- Mystery shopping in the Business-to-Business sector
- Supporting diversification – example case studies

15.00 - 15.30 Coffee break

15.30 - 16.30 Grow and Diversify - Luis Duarte

Luis is the Vice President of MSPA in Europe/Africa and comes to us with a wealth of experience starting and growing his business in Portugal and across Europe. He will explore the motivation behind expansion:

- Do you really want to grow your business?
- Inspiration, Vision, Mission, Values and a clear Value proposition
- Being internally organised to grow
- First transform yourself
- Diversify and Differentiate!

19.00 - 20:00 Informal Dinner

Programme Workshop Week 27 & 28 November 2019, Italy

DAY TWO - Client Management and Operations

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08.45 - 09.00 Welcome Coffee

09.00 - 09.15 **Introduction to MSPA & Ethics - Stefaan Vandroogenbroeck**

Stefaan is the President of the MSPA in Europe and Africa and welcomes all to our workshop. He explains the origins and benefits of our association to member companies, and the Ethics that bind us all together.

09.15 - 10.30 **GDPR and Legislation - Detail & Testing - Nigel Cover**

Nigel has a unique insight into how the challenges legislation like GDPR will impact your business and how to make sure you operationally meet these challenges. The session is extensive and will test everyone's understanding! We will explore:

- GDPR background, why it exists and who it projects, from a Mystery Shopping Operational perspective
- Being a Data Controller and obligations to your shoppers and employees
- Being a Data Processor and obligations to clients and their employees
- Checking and testing your operational knowledge.

10:30 - 11.00 Coffee break

11.00 - 12.30 **Recruiting and Managing Shoppers - Keira Mackenzie Smith**

Keira leads a Mystery Shopping and Coaching business in Europe and Asia Pacific and is a respected and regular workshop presenter. In this session she will explain why Mystery Shoppers are the most important resource we have. There is a whole "world" of people who never have been Mystery Shoppers. This session explores two critical issues:

- Attracting and Recruiting the Right Shoppers
 - What are the key recruitment messages for a potential shopper?
 - Which channels should we use to find them?
 - Who do you need – have you got the right profile of people based on your market?
- Getting the best out of your shoppers
 - Training and Developing for Star Shoppers – Tips and Tricks
 - Compensating and Remunerating Deserving Shoppers

12.30 - 13.30 Lunch

Programme Workshop Week 27 & 28 November 2019, Italy

13.30 - 15.00 Setting Up Projects - Keira Mackenzie Smith

Using a mystery shopping case, we will brainstorm our way through project set up, including planning field logistics, surveys and shoppers, along with preparing materials, guidelines and training. By failing to prepare, you are preparing to fail!

- Preparation
 - Start at the end... work out and agree your deliverables
 - Creating realistic scenarios
 - Clear and structured questionnaires – a quick guide
 - Selecting the right shoppers

- Application
 - Briefing the shoppers
 - Managing fieldwork
 - Resolving problems!

15.00 - 15.30 Coffee break

15.30 - 16.30 Presenting Results – Andy Firth

Andy joins us from Ipsos to help us explore how best to report results at all levels of the client organisation. Using data to tell a story, and the story to lead to improvements for clients and more business for you. His global experience is invaluable...

- Are you Managing Results or are Results Managing you?
 - Results and Strategies to add value and open more business opportunities
 - Analytics and Return on Investment (ROI)
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