

MSPA AP 13th Annual Conference 2017

PROGRAM AT A GLANCE

Date	Timeslot	Event – Speaker –Topic	
15 th Nov	18:30-19:00	Welcome Reception - Registration	
	19:00-21:00	Welcome Reception – The Residence II, P2 Level. Grand Hyatt Beijing	
16 th Nov	08:30-09:30	Registration – Day 1 Grand Ballroom II, LG Level	
	09:30-09:45	Opening Speech	President MSPA Asia Pacific
	09:45-10:45	The Impact Of Technology On Commerce And Mystery Shopping	Harris Mustafa CEO - H&N Consulting, LLC. US
	10:45-11:15	Coffee Break	
	11:15-12:00	New Era - Mystery Shopping And The Significance Economy, Beyond The Customer Experience!	Hans Smith Founder Mystery Review BV, The Netherlands
	12:00 -12:45	Dare To Excel-Raising The Bar In Customer Experience	Lucas Peng CEO Peak Hospitality International Ltd, Hong Kong
	12:45 – 13:00	Group Photo	
	13:00- 14:00	Lunch	
	14:00-14:15	Sponsor Presentation	
	14:15-15:00	Build Your Business On Strategy And Emotions And Lead The Market	Adrian Barbu CEO The consultants, - Romania
	15:00-15:30	Coffee Break	
15:30- 16:30	Group Discussion		
	18:30 – 18:45	Get Together In Hotel Lobby To Go For Dinner	
	19:00 – 22:00	Optional Gala Dinner	

MSPA[®] ASIA/PACIFIC

MYSTERY SHOPPING PROVIDERS ASSOCIATION

Date	Timeslot	Event – Speaker –Topic	
17 th Nov	Conference Day 2 Grand Ballroom II, LG Level		
	10:00 -10:45	Mystery Shopping A Learning And Benchmarking Tool	Rajeev Patnaik, General Manager, 6 Sigma And Learning Services ITC Hotels, India.
	10:45-11:30	The Added Value Of Mystery Shopping	Claire Boscq Scott Director, The Busy Queen Bee Channel Islands
	11:30 -12:00	Coffee Break	
	12:00 – 13:00	Group Discussion	
	13:00 – 13:30	AGM – Only For MSPA AP Members Grand Ballroom II, LG Level	
	13:00- 14:30	Lunch	
	14:30 – 14:45	Sponsor Presentation	
	14:45-15:30	The Chinese Characteristics Of The Mystery Shopping Project Led By Cultural Differences Between Chinese And Western Markets	William Hu General Manager Youplus Marketing Research China
	15:30-15:45	Global Update	
	15:45-16:00	Vote Of Thanks & Conclusion	
		Farewell Coffee	