

**MSPA AP 16<sup>th</sup> Annual Conference 2021  
 PROGRAM AT A GLANCE**

<b>Timeslot</b>	<b><u>DAY 1 - 16<sup>th</sup> November 2021</u></b>
0630-0635	Welcome Message by MSPA AP President – <b>Selim Saad</b>
0635-0640	Explain house rules – <b>M Saidul Haq</b>
0640 - 0655	<b>Nabil Rizkallah</b> , CEO - GWR Consulting UAE  <b>Topic:</b> The new Market of "COVID Compliance and Vaccine equity" using mystery shopping visits, inspections, and data analytics.
0655-0710	<b>Nathalie Leauté</b> , Managing Director - BVA CX UNIT - France.  <b>Topic</b> – ‘How BVA worked on the convergence of Mystery Shopping and other dimensions of the Market Research business.’
0710-0725	<b>Ms. Quyen Nguyen Thi</b> , Chief Customer Experience Officer (CXO) – F88; Expert - SOI.PRO – Vietnam.  <b>Topic-</b> ‘ <b>Customer Expectation and Our Service Adjustment for a Better Assessment Of Customer Experience</b> ’.
<b>0725-0735</b>	<b>COFFEE BREAK</b>
0735-0800	Networking session  Hosted by <b>Steven Di Pietro</b> , Executive Director– Service Integrity Mystery Shopping, Australia.
0800-0820	<b>Zaheer Ghani</b> -Director, Shaw Hotels & Consultancy Services- India. <b>Khayati Bhatt</b> - Founder & CEO - Simply Body Talk – India.  <b>Topic - Insights into Human Behaviour’ - how it can help companies to improve sales.</b>  <b>‘Insights into Human Behaviour’ - how it can help companies to improve sales.</b>
0820-0830	Sponsor Presentation - MS Consulting & Co Ltd – Japan  <b>GOLD SPONSOR</b>
0830- 0900	Panel Discussion hosted by <b>Kamal Bhatia</b> , CEO, IFH International- UAE  <b>Topic - “Dynamic Pricing in Mystery Shopping”.</b>

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<b>Timeslot</b>	<b><u>DAY 2 - 17<sup>th</sup> November 2021</u></b>
0630-0635	Chit chat with attendees
0635-0650	<b>John Jelbart</b> , Business Manager - Mystery Customer – Australia <b>Topic: 'Aiming for A Smaller Piece of a Bigger Market'.</b>
0650-0710	<b>Mike Aguilera</b> , Founder & CEO - Aguilera & Associates -USA <b>Topic – 'Connect with Anyone in 90 Seconds or Less Post Pandemic'.</b>
0710-0730	<b>Luis Duarte</b> , Founder, More Results - Portugal <b>Carla Carvalho</b> , Dias, Speaker, Consultant, Trainer - Portugal <b>Topic – 'How Partnerships Make Your Mystery Shopping Business Stronger' – FC porto Case Study.</b> A case study
0730-0745	<b>COFFEE BREAK</b> <b>MSPA AP Annual General Meeting</b> <b>(Closed Session: only for Primary Representatives of AP Regular/Full members)</b> <b>Zoom link for AGM will be sent to all AP members.</b>
0745 - 0800	<b>Keira Mackenzie-Smith</b> , Managing Director -Learning Curve - Hong Kong. <b>Topic - 'What Truly Matters Today'.</b>
0800-0815	<b>Coralin Rosario</b> , General Manager - BARE International, India. <b>Topic - 'ROI' on CX activities.</b>
0815-0820	Review and summarise the presentations
0820 - 0830	Thank you note by President
0830 – 0845	Open House