
3rd | WELCOME RECEPTION November 2023

Time

18:15-18:30

Registration Welcome Reception

18:30-21:00

Welcome Reception – Poolside Novotel Goa Candolim.

Wonderful opportunity to network and catch up with friends and colleagues from across the world.

The highlight will be a mentalist - mind-reading, interactive games to engage all attendees, reading body language, or performing tricks with cards and objects. This and much more

4th | CONFERENCE DAY 1 November 2023

PROGRAM AT A GLANCE

18TH ANNUAL CONFERENCE

09:00-09:30	Conference Registration Novotel Goa Candolim
09:30-09:40	Lighting of the traditional Indian lamp by MSPA AP Founder Aftab Anwar..
09:40-09:45	Program Introduction by Selim Saad
09:45-10:00	Presidential Address by Zaheer Ghani
10:00-10:45	Keynote Speaker – Prof Satish Jayaram PhD. Ideator Innovator Incubator Topic - Demystifying Mystery Shopping Avatars – Exponential Models for Future Mirroring.
10:45-11:30	An impactful Networking session Speed Networking – Breaking the Ice Hosted by Kapel Malhotra

11:30-11:50 Coffee Break

11:50-12:30	Group Discussion Topic: “Is AI a threat, a challenge or a complement to our business – How’s and Whys” Facilitators: Selim Saad, and Huong Le
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12:30-12:45 Group Photo

12:45-13:00

MSPA AP Annual General Meeting 2023.
Only for MSPA-AP Members.
Chair: Zaheer Ghani, President, MSPA-AP.

12:45-14:00

Lunch

14:00-14:45

Speaker – 2 – Pravin Shekhar
Chairman & CEO of Krea, India

Topic: How is CX becoming important, and how is mystery shopping helping achieve that insight? The role of technology in Mystery Shopping, some key trends, etc

14:45-15:20

Speaker 3 - Chandan Mukherji
Director & Senior Vice President, Strategy,
Marketing & Communication Nestle India

Topic: – Embracing Technology, Digitalisation and AI
Chandan will share the client's perspective.

11:30-11:50

Coffee Break

15:40-16:30

Debate session - Sandeep Arora vs Sanjeev Shenoy

Topic: Classical vs. Digital Mystery shopping – what to carry forward and what to leave behind? How digital mystery shopping addresses the challenges faced in classical mystery shopping.

Assemble in the lobby by 1830 to leave for the Gala dinner.

5th | CONFERENCE DAY 2 November 2023

PROGRAM
AT A GLANCE
18TH ANNUAL CONFERENCE

07:00-08:00	Special session on Yoga/meditation Unique New Session: Living in the Moment: Stress and Anxiety Reduction
09:45-10:10	Global Mystery Shopping - Steven Di Pietro - CEO, Service Integrity, Australia
10:10-10:50	Speaker - 4 -Dr Angshuman Ghosh - Founder & CEO at Menrva Technologies Topic - “How AI is transforming retail and eCommerce?”
10:50-11:20	“Best Use of AI in a Company: Interactive session with the delegates
11:20-11:40	Coffee Break
11:40-12:20	Panel Discussion hosted by Keira Mc Kenzie Smith, CEO Learning Curve Solutions, Hong Kong Topic: Who is the new competition in Mystery shopping? Who’s moved my cheese?
12:20-12:30	TBD
12:30-12:45	Vote of Thanks –Selim Saad Director Conference MSPA-AP
12:45-13:30	Namaste – till we meet again

*Disclaimer: The Program Is Subject To Change