

MSPA AP 21st Annual Conference 2026

From Insight to Foresight: Becoming Experience Intelligence Partners in a Hyper-Personalized World

Join customer experience professionals, researchers, academics and business leaders from across Asia-Pacific and beyond as we explore the future of Experience Intelligence in the heart of Central Asia.

CONFERENCE AT A GLANCE

VENUE InterContinental Almaty

DATES 16–18 November 2026

16 NOVEMBER Welcome reception

17 NOVEMBER Conference day 1 + Gala Dinner

18 NOVEMBER Conference day 2 + Almaty city tour (*optional*)

1 DELEGATE INFORMATION

PRIMARY DELEGATE

First Name _____ Surname _____
Job Title _____ Contact No. _____
Email _____

ADDITIONAL DELEGATE — SAME COMPANY

First Name _____ Surname _____
Job Title _____ Contact No. _____
Email _____

For more than two delegates, please use an additional registration form.

2 COMPANY DETAILS

Company	Country
Address	City
Phone	E-mail

3 REGISTRATION OPTIONS

AUGUST SUMMIT SAVER <i>All-inclusive Package for MSPA Members</i>		SAVE US\$100 <i>Valid 1–31 August 2026</i>
WHAT'S INCLUDED	MEMBER VALUE	
Conference Pass	US\$450.00	
Welcome Reception	Included	
Gala Dinner	US\$120.00	
Half-Day Almaty City Tour	US\$80.00	
Total Package Value	US\$650.00	
YOUR AUGUST PRICE		US\$550.00

Payment must be received by MSPA AP on or before 31 August 2026 to secure this price. **You save US\$100.**

REGISTRATION FOR CONFERENCE PASS

REGISTRATION CATEGORY	EARLY BIRD <i>valid 1st Aug. - 15th Sep. 2026</i>	STANDARD <i>valid 16th Sep. - 15th Nov. 2026</i>	QTY
MSPA Member — first delegate	US\$400	US\$450	
MSPA Member — additional delegate	US\$370	US\$400	
Non- Member — first delegate	US\$500	US\$550	
Non- Member — additional delegate	US\$480	US\$520	

— Conference Pass Includes: Conference Sessions (Days 1 & 2), Conference Materials, Coffee Breaks, Lunches and Welcome Reception.

— The Gala Dinner (17 November) and Optional Tour (18 November) are not included in the registration fee — see optional events below.

4 OPTIONAL EVENTS & TOTAL

OPTIONAL EXPERIENCES	RATE / PERSON	QTY
Gala Dinner — 17 November 2026	US\$120.00	
Additional Welcome Reception (spouse / colleague) — 16 November 2026	US\$130.00	
Optional City Tour — 18 November 2026	US\$80.00	

REGISTRATION SUMMARY	<i>amounts in USD</i>
All-inclusive package	_____ USD
Conference pass	_____ USD
Optional Experiences	_____ USD
TOTAL	_____ USD

To cancel, email Anu Mehta at mspa-ap@mysteryshop.org.

- On or before 31 October 2026 — a US\$100 cancellation fee applies.
- After 31 October 2026 — no refunds will be issued.

SPECIAL REQUESTS

Dietary needs, accessibility or other requests — note above or email mspa-ap@mysteryshop.org.

Please return the completed form to Anu Mehta at mspa-ap@mysteryshop.org