

MSPA AP 17th Annual Conference 2022
PROGRAM AT A GLANCE

Time	DAY 1: 18 th November 2022
0930-0935	Program Introduction M Saidul Haq, Director Conference, MSPA-AP, SRGB Research & Consulting, Bangladesh
0935-0940	Welcome Message by MSPA-AP President Selim Saad, President, MSPA-AP
0940-0945	Welcome and presentation by TMRS chairperson
0945-1020	Keynote Speaker - Samir Srivastav -CEO Jean Claude Biguine Salon & Spa. "How service quality management is so highly relevant for customer excellence and brand leadership via touch points of mystery shopping, NPS, and audits".
1020-1100	Panel Discussion - Online Shopping, Web 3.0 & the Metaverse: Can Mystery Shopping become the superhero of the Digital World? Hosted by: Kapel Malhotra, MD & Founder Total Solutions Group, India
1100-1120	COFFEE BREAK
1120-1145	Speaker 2 - Aviraj Puri, Regional Director – APAC and ME, Bare International Real-Time Case Study - "Helping companies enhance Brand Value and Design Pricing Strategy".
1145-1230	Panel Discussion - Technology -The Road to Agility in Mystery Shopping? Change is the only constant.....To discuss the immense possibilities for widening the Mystery Shopping net and gaining higher accuracy & agility in improving CX across all channels. Hosted by Kamal Bhatia CEO- IFH International FZ LLC – UAE
1230-1245	GROUP PHOTO
1245-1400	LUNCH
1345-1400	MSPA AP AGM (ONLY FOR AP Members) MSPA AP Annual General Meeting 2022 Chair: Selim Saad, President, MSPA-AP <i>Closed Session: only for the Primary Representatives of AP Regular/Full Members</i>
1400-1450	An Impactful Networking Session - Hosted by Steven Di Pietro, Managing Director - Service Integrity Mystery Shopping Australia A unique, fun session where you will be guaranteed to meet the most interesting person at the conference. Don't worry if you are shy, or if you don't speak good English. You will make new contacts and turn existing contacts into friends.

1450-1520	Speaker 3- Michalis Michael – Founder & CEO of Digital MR UK TOPIC- The CXM Use Case of AI c: "Listen to all Customer Interactions"
1520-1540	COFFEE BREAK
1540-1610	Speaker 4 - Huong Le & Thuong Le – SYCA Joint Stock Company – Vietnam TOPIC: "How Mystery Shopping can support businesses to create a WOW experience?" End of Day 1
	DAY 2: 19th November 2022
1000-1030	Speaker 5 – Jill Spencer, Associate Director - React CX, UK Real-time case study- "Proving ROI on Mystery Shopping" – A Real case Study
1030-1115	Panel discussion: "Mystery Shopping Outsourcing" What do the Global companies look for in outsourcing - What are the large Global Providers looking for in local partners – is it price, reach, fieldwork, speed quality etc? Hosted by Nabil Rizkallah, GWR Consulting UAE
1115-1130	COFFEE BREAK
1130-1150	Speaker 5 – Selim Saad, Director Mashreq & North Africa, Reach SAL, Lebanon Analysis of the Global Survey with relevance to the Asia Pacific.
1150-1230	Group Discussion – Interactive session
1230-1240	MSPA AP Regional Meeting Synopsis A review by Aftab Anwar – Founder of MSPA Asia Pacific
1240-1300	Vote of Thanks - Selim Saad, President, MSPA-AP CLOSING
1300-1400	LUNCH