

MSPA AP 17th Annual Conference 2022
PROGRAM AT A GLANCE

Time	DAY 1: 18th 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	Speaker 1 Samir Srivastav -CEO Jean Claude Biguine Salon & Spa. India. TOPIC - 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 Host: Aftab Anwar, CEO Startex Marketing Services Pakistan, Founder MSPA Asia Pacific
1100-1120	COFFEE BREAK
1120-1140	Speaker 2 A real-time case study Presented by - Aviraj Puri, Bare International
1140-1230	Panel Discussion - Technology and Mystery Audits TOPIC - To discuss the immense possibilities to widen the Mystery Shopping net and gain higher accuracy & agility in improving CX across all channels".
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	Speed Networking session Hosted by Steven Di Pietro, Managing Director - Service Integrity Mystery Shopping Australia
1450-1520	Speaker 3 Michalis Michael – Founder & CEO 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 Case Study – “Proving ROI on Mystery Shopping”
1030-1115	Panel discussion: “Mystery Shopping Outsourcing” Hosted by Nabil Rizkallah, GWR Consulting UAE Panel of Global Providers Bare International, Ipsos, BVA, HS Brands etc...
1115-1130	COFFEE BREAK
1130-1150	Speaker 5 – Selim Saad, Reach SAL, Lebanon Analysis of the Global Survey with relevance to the Asia Pacific.
1150-1230	Group Discussion – Interactive session Hosted by Zaheer Ghani, Shaw Hotels & Consultancy Services Pvt. Ltd.
1230-1240	MSPA AP Regional Meeting synopsis Summary of Presentations
1240-1300	Vote of Thanks - Selim Saad, President, MSPA-AP CLOSING
1300-1400	LUNCH