

**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. "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 Hosted by Kamal Bhatia Managing Director- IFH International FZ LLC - UAE 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 Closed Session: only for the Primary Representatives of AP Regular/Full Members

1400-1450	<p>Impactful Networking Session</p> <p>Hosted by Steven Di Pietro, Managing Director - Service Integrity Mystery Shopping Australia</p> <p>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.</p>
1450-1520	<p>Speaker 3</p> <p>Michalis Michael – Founder & CEO of Digital MR UK</p> <p>TOPIC- The CXM Use Case of AI c: "Listen to all Customer Interactions"</p>
1520-1540	COFFEE BREAK
1540-1610	<p>Speaker 4</p> <p>Huong Le & Thuong Le – SYCA Joint Stock Company – Vietnam</p> <p>TOPIC: "How Mystery Shopping can support businesses to create a WOW experience?"</p> <p style="text-align: center;">End of Day 1</p>
DAY 2: 19th November 2022	
1000-1030	<p>Speaker 5</p> <p>Jill Spencer, Associate Director - React CX, UK</p> <p>Case Study – "Proving ROI on Mystery Shopping"</p>
1030-1115	<p>Panel discussion: "Mystery Shopping Outsourcing"</p> <p>Hosted by Nabil Rizkallah, GWR Consulting UAE</p> <p>Panel of Global Providers Bare International, Ipsos, BVA, HS Brands etc...</p>
1115-1130	COFFEE BREAK
1130-1150	<p>Speaker 5 – Selim Saad, Reach SAL, Lebanon</p> <p>Analysis of the Global Survey with relevance to the Asia Pacific.</p>
1150-1230	<p>Group Discussion – Interactive session</p> <p>Hosted by Zaheer Ghani, Shaw Hotels & Consultancy Services Pvt. Ltd.</p>
1230-1240	<p>MSPA AP Regional Meeting synopsis</p> <p>Summary of Presentations</p>
1240-1300	<p>Vote of Thanks - Selim Saad, President, MSPA-AP</p> <p style="text-align: center;">CLOSING</p>
1300-1400	LUNCH

