

## Wednesday May 21<sup>st</sup> "Serving better ... Selling more!"

10.00	-	16.30	<b>MSPA Operations training workshop</b> (MSPA members have to register separately for this workshop, NOT INCLUDED IN CONFERENCE FEE!)
18.30	-	22.00	Registration and <b>Welcome Reception &amp; Dinner</b> at the Mövenpick Hotel Berlin The welcome reception is sponsored by Prophet



## Thursday May 22<sup>th</sup> "Serving better ... Selling more!"

10.00	-	10.30	Registration
10.30	-	11.00	Welcome and presentation of MSPA's goals and vision Including the results of the upcoming member survey 2008
11.00	-	11.40	"How to build a strong Customer Service Culture" <b>Malene Horrup, HR Manager</b>
11.40	-	12.20	Case study - "Positive Customer Experience" <b>Gordon Mutton; Product Excellence Director</b>
12.20	-	13.30	Lunches
13.30	-	14.00	Certification & Education MSPA Europe <b>Director Cristiani Oliveira,</b> <b>Director Shopper Certification MSPA Europe Board</b> <b>Jurgita Adomaityte, Director Education MSPA Europe Board</b>
14.00	-	14.30	"Customer Service Quality management; steps to excellent service" <b>Jurgita Adomaityte, Director &amp; Partner</b>
14.30	-	16.00	<b>Focus Groups "Serving you better ..."</b> - New Members Meeting

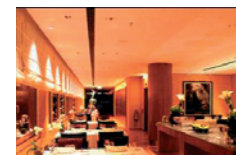
**Patricia Franke-Bas & John Farrell**  
Radisson SAS, Denmark

**Merlin Entertainment Group – United Kingdom**

**MSPA Europe**

**SPECT-Dive Lithuania**

**Paola Caniglia**  
**Patricia Franke-Bas**  
**Cristiani Oliveira**  
**Jurgita Adomaityte**  
**John Farrell**  
**Harvey Gilbert**  
**Oksana Aulchenkova**  
**Nigel Cover**  
**Ernst Aben**  
**Alain Dubreuil**  
**Patricia Franke-Bas**



- Development of the European Certification

- How can MSPA serve you better?

- PR of MSPA / Mystery Shopping / Mystery Shopping Days

- Ethics & Standards

16.00	-	16.10	Conference DAY 1 wrap up
16.10	-	17.10	Vendors Show & networking
18.30	-	20.00	<b>Sightseeing tour Berlin</b> - Included in conference fee. Leaving by bus from the Mövenpick Hotel at 18.30 hrs. The tour will end at the boat for the Dinner Cruise!
20.00	-	23.00	<b>Optional Dinner Event – Magnificent Dinner cruise</b> (Pre-registration required)

## Friday May 23<sup>th</sup> "Serving better ... Selling more!"

10.00	-	10.30	Mystery Shopping in Quality Management – Santander case <b>Ricardo Mexia Leitão</b>
10.30	-	11.20	Hostmanship – The Art of Welcoming <b>Märil Torkelson</b>
11.20	-	11.50	Coffee break
11.50	-	12.10	MSPA Queue Survey 2008 - Presentation of the results <b>Stephen Hurst, Director Communication MSPA Europe Board</b>
12.10	-	12.40	How can balanced scorecard benefit from Mystery Shopping <b>António Valente, Business Analyst</b>
12.40	-	14.00	Lunch
14.00	-	14.20	MSPA North America <b>Christopher Warzynski, Vice President Beyond Hello</b>
14.20	-	14.50	Summaries from Focus Groups / Action Plan
14.50	-	15.15	Mystery shopping in today's business - 7P of marketing mix, TQM tools <b>Kristina Horbec, Managing Director</b>
15.15	-	15.25	Closing of official program
15.25	-	-	Farewell drinks

**Santander Bank, Portugal,**  
**Hostmanship, Sweden**  
**MSPA Europe**  
**Cegedim-Dendrite, Portugal**  
**President MSPA NA**  
**MSPA Europe Board**  
**Heraklea Mystery Shopping, Croatia**  
**Patricia Franke-Bas**

Vendors show will operate throughout the whole conference

## Conference Speakers "Serving better ... Selling more!"

### Thursday 11.00 – 11.40 – "How to build a strong Customer Service Culture"



**Malene Horup** who is Danish, has with more than 12 years within Customer Service & Sales a wide range of practical experience that provides her with a credibility as a trainer. She holds a bachelor degree within Hotel & Service Management and has the last 12 years worked in the hotel industry in many different countries. In addition to that Malene has years of experience as an international trainer for one of the worlds largest hotel chains Radisson SAS. The last years she has worked as a consultant within worldwide organizations in different industries – especially with focus on the key areas such as Customer Service, Sales, Personal Motivation, Presentations Technique and Coaching. She was the Director and Partner of Baltic Service Academy and is now HR Manager at the Radisson SAS in Copenhagen.

### Thursday 11.40 – 12.20 - "Positive Customer Experience"



**Gordon Mutton** is Product Excellence Director at Merlin Entertainments Group Limited. Merlin Entertainments Group, the leading name in location based, family entertainment, which has seen the most successful and dynamic growth of any company in the sector over the last five years. A leading visitor attraction operator, Merlin aims to deliver memorable and rewarding experiences to its 30 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13000 employees

### Thursday 13.30 – 14.00 - "Certification & Education MSPA Europe"



**Cristiani Cruz de Oliveira** is Managing Director of Ideiateca Consultores and MSPA Director of Certification, has over seven years of experience in Mystery Shopping, Marketing Research and Consulting. With an educational background in management, she is originally from Brazil and has been living in Portugal and working at Ideiateca Consultores since 2001. Ideiateca Consultores is a leading sales and management consulting company operating since 1997. With a database of over 5,000 Mystery Shoppers and a focus on innovation and high quality standards, Ideiateca Consultores was the first Portuguese company to join MSPA in 2003 and is also a member of the Excellence Network. Besides Portugal operations, Cristiani Oliveira is also responsible for Ideiateca Consultores' s projects in Brazil, India, Turkey, Poland and Mozambique.

### Thursday 14.00 – 14.30 - "Customer Service Quality management; steps to excellent service"



**Jurgita Adomaityte** since 2004 a founder, partner and CEO of SPECT - the first and leading specialized Mystery Shopping agency in Lithuania till in 2007 SPECT has merged with Estonian competitor DIVE. Jurgita became a partner and CEO of Pan-Baltic company DIVE Group. DIVE Group is a Mystery Shopping market leader in Baltic region and has operations in Estonia, Latvia, Lithuania and Poland. With 4 years of Mystery Shopping experience Jurgita became main MS specialist in the region and consultant for customer service quality management. She writes articles and participates in annual Customer Service conferences as a speaker, moderator and content producer. Jurgita is education director in MSPA Board as well as one of the establishing group members and now a Board member of Lithuanian Customer Service Association (AKA). Jurgita has a Masters Degree in International Communication sciences (Vilnius University).

### Friday 10.00 – 10.30 – "Mystery Shopping in Quality Management – Santander Bank case"



**Ricardo Mexia Leitão**, Ricardo has a degree in Law and works at Santander Bank since 2001. When he first joined the Quality Department Team, his objective was to certify Santander Bank complied to ISO 9001 standards. In 2003 he became Head of Metrics and Certification. Since 2007, Mr. Ricardo Mexia Leitão is Head of Control and Quality Evaluation Department.

### Friday 10.30 – 11.20 - "Hostmanship – The Art of Welcoming"



**Märil Torkelson**; Märil is a highly appreciated speaker who inspires her audiences with thoughts and ideas on hostmanship, leadership, and destination development. With some 20 years of leadership experience within the travel and tourism industry, in Sweden and Denmark, Märil's mission is to share thoughts on hostmanship, the art of welcoming people. Her background includes leadership positions as:  
• Marketing Manager for the largest ski resort in Scandinavia, Åre.  
• Different leadership position in Hotel and Restaurant businesses  
• Marketing and Sales Manager of Swedish Travel & Tourism Council in Sweden and Director of the Danish office.  
• Entrepreneur and Founder and Partner of VÄRDSKAPET AB (Hostmanship Development Group)  
Her motto is to deliver her thoughts in a way that is expanding (new thoughts), entertaining (having fun), and encouraging (building pride). More on Hostmanship on [www.hostmanship.com](http://www.hostmanship.com)

### Friday 11.50 – 12.10 - "MSPA Queue Survey 2008 - Presentation of the results"



**Stephen Hurst** is Managing Director of REACT Surveys Ltd. in the UK. He has been working in market research for over 30 years, on both the client and the agency sides of the industry. Frequently involved with various forms of retail research. Stephen became involved in mystery shopping over 15 years ago, and has found it to be the most fascinating market research technique to work with. He was heavily involved in 'legitimising' the technique within the UK market research community, in the days when it was not considered quite ethical, and in developing appropriate Codes of Conduct for the Market Research Society. Since starting REACT Surveys as a specialist mystery shopping agency back in 1994 they have grown the company to its current leading status: initially in the UK, then throughout much of Europe and in Southern Africa.

### Friday 12.10 – 12.40 - "How can balanced scorecard benefit from Mystery Shopping"



**António Valente** is Business Analyst Manager at Cegedim Dendrite, where he is responsible for Marketing Research, Consultancy and Segmentation projects. He also teaches at Universidade Lusófona, Lisbon, in the fields of Market Research, Strategic Marketing and Distribution Channels. As former Managing Director of Ideiateca Consultores, he developed many projects of Mystery Shopping and Customer Satisfaction surveys. His academic background includes a MSc in Business Administration, at the Catholic University (dissertation titled "Mystery Shopping and Customer Satisfaction Surveys: Loyalty Predictors?"), under the supervision of Professor Charles Waldman from Insead. He also concluded an MBA in Marketing (UCP), a Master in Market Research (ISEG), and a graduation in Business Administration (UCP). Abstract of the presentation: António will start his presentation by giving a macro perspective about the Balanced Scorecard concept. Then a more practical approach will be followed, considering complementary methodologies used in these programs, including Mystery Shopping. António will also include in his presentation some relevant insights gained during his thesis development, related to Mystery Shopping.

### Friday 14.00 – 14.20 – "MSPA North America"



**Christopher Warzynski**, Vice President of Beyond Hello and his dedicated staff have been partnering with successful clients since its inception in 1991. Christopher's background in business international, training and human services coalesced when he founded Beyond Hello. Having lived in Seattle and NYC, Christopher presently lives peacefully with his partner and wonderful dog of 11years in Madison, Wisconsin. Working with the University of Wisconsin School of Business and experience with the Governmental Relations committee of the MSPA give Christopher a well-balanced perspective of where the mystery shopping industry is heading! At present Christopher is President of the board of MSPA North America.

### Friday 14.50 – 15.15 – "Mystery shopping in today's business"



**Kristina Horbec**: In 1998 Kristina graduated Marketing on Faculty of Economics in University of Zagreb and today studies EMBA on CBA Business School. She owns and runs Heraklea, the first and only specialized mystery shopping agency in Croatia and the biggest one in the Balkans, as well as co-owns or is a partner in such agencies in former Yugoslavia and Bulgaria. Since 2004 she is a Director of Events in MSPA (Mystery Shopping Providers Association) Board. Kristina regularly writes articles, newsletters and holds classes on mystery shopping. Together with Veronica Karlsson she wrote the world's first book about mystery shopping for clients "Measuring Management and The Moment of Truth", also she is one of the authors of Croatian book "Category Management". She received "MSPA Europe PR and Marketing Award" twice for most successful promotion of mystery shopping in Europe in 2004 and 2005. In 2007 she received CROMA's Award for best manager of the year in category young manager as the first female to win this and the youngest manager so far. Before starting her own business she had worked 4.5 years in Pliva.