

**For Immediate Release**

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## **MEDIA ALERT:**

# **MSPA-NA to offer public session on Mystery Shopping**

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**WHAT:** MSPA-NA to have a free public session detailing the history and practice of mystery shopping.

**WHEN:** October 17, 2014 6:30 p.m. – 7:20 p.m.

**WHERE:** Hilton Garden Inn Lake Buena Vista (11400 Marbella Palm Ct. Orlando, FL 32836)

MSPA-NA is an association of experts in customer experience measurement and management, including businesses that offer mystery shopping services as well as independent contractors who mystery shop. MSPA-NA is hosting two conferences in Orlando this year – CXE3, for businesses, and ShopperFest, for independent contractors.

Prior to the kick-off of ShopperFest, MSPA-NA invites the general public as well as the media to attend Mystery Shopping 101. Mystery Shopping 101 is a session aiming to educate all who are interested about the legitimate practice of mystery shopping. This class is free to the public.

This session will cover:

- A comprehensive overview of the industry
- The current status of the industry and opportunities
- How mystery shopping started
- How to distinguish legitimate companies from scams and frauds

“We’re really looking forward to being in Orlando this year and hopefully answering a lot of frequently asked questions as well as some of the unasked questions,” says Rich Bradley, MSPA-NA President. “There isn’t a shortage of interest in mystery shopping. However, there is a shortage of candid conversation about what mystery shopping is, and what it is not. There are all kinds of scams out there claiming to be ‘mystery shopping jobs.’ We hope that by providing

classes and information like this, we can help prevent people from falling victim to these scams. We'll be lifting the veil of mystery, so to speak."

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[MSPA-NA](#) connects and supports the businesses that influence the customer experience through managing, quantifying, interpreting, enhancing and re-defining the customer experience. Widely recognized as the leader in customer service experience measurement, management, and training, MSPA is made up of member companies that provide these services to a variety of industries. The association strengthens the customer experience industry by uniting the efforts and actions of its members and supporting the businesses they serve.