



## For Immediate Release

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### ShopperFest 2017 Offers Free Session to Public

**Louisville, KY (May 23, 2017)** – MSPA Americas’ 2017 [ShopperFest conference](#) will feature a free session open to the public on June 16 at 6:30 p.m. Mystery Shopping 101, led by MSPA Americas President Mike Mershimer and Immediate Past President Richard Bradley, is designed for brand new independent contractors and those who may have heard about mystery shopping, but not taken an assignment yet. “We invite local media and anyone else who has not been involved in, or is unfamiliar with the Guest Experience/Mystery Shopping industry to join us for a ‘sneak peak’ into our industry. This is a fun hour of Q&A which follows an introductory talk by MSPA Americas leadership. If you like what you see, you can register to attend ShopperFest immediately following the Mystery Shopping 101 event,” Mershimer said.

The Opening Night Networking Reception for ShopperFest registrants will immediately follow. The reception is the official kickoff to the ShopperFest weekend, an opportunity for independent contractors to meet fellow shoppers and network with industry leaders. Joseph Hashim, President of Shopmetrics, Premier Sponsor of ShopperFest 2017, said, “MSPA events give us the opportunity to stay in touch with the needs and concerns of our industry’s most dedicated MSPs and shoppers. The feedback these professionals provide is invaluable to our business.”

MSPA Americas, the trade association representing the customer experience management and measurement industry, will host ShopperFest on June 16-18 at Rosen Plaza Hotel in Orlando, Florida. The event attracts independent contractors as well as executives from customer experience management and measurement firms from across the country.

For more information, visit our website at [www.mspa-na.org](http://www.mspa-na.org).

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[MSPA Americas](#) 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 Americas 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.