



**For Immediate Release**

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## **MEDIA ALERT: MSPA Americas ShopperFest Comes to Orlando**

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**WHAT:** MSPA Americas will host ShopperFest 2017 in Orlando.

**WHEN:** June 16 – 18, 2017

**WHERE:** Rosen Plaza Hotel (9700 International Drive, Orlando, Florida, 32819)

[MSPA Americas](#), the trade association representing the customer experience management and measurement industry, including businesses that offer mystery shopping services as well as independent contractors who mystery shop, 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.

The conference, designed for MSPA Americas independent contractor members and individuals who are interested in learning more about the industry, features educational seminars related to mystery shopping and customer experience measurement, professional development and important issues within the industry.

“Our number one priority is to provide value to our members - ShopperFest provides education, certification and networking in an engaging weekend event.” said Mike Mershimer, president of MSPA Americas.

For more information, visit <http://www.mspa-na.org/2017-shopperfest>.

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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.