



PRESS RELEASE

Talking Shop with iShopFor Ipsos returns in 2026 for biggest year yet

Fifth annual event to be held in St. Louis and virtually this September

New York, January 28, 2026 - [Ipsos](#), one of the world's leading market research and opinion polling companies, today announced that the 2026 edition of [Talking Shop with iShopFor Ipsos](#), the world's leading mystery shopping workshop, will be held virtually and in St. Louis, Missouri on September 25, 2026.

As the largest recruitment and education event in the mystery shopping industry, Talking Shop with iShopFor Ipsos brings together newcomers and professionals from around the globe for a comprehensive day of hands-on training, certification and collaboration. This marks the fifth edition of this exclusive online and in-person event, which earns rave reviews from attendees and sponsors and has historically sold out.

"Over the past four years, we've welcomed nearly 2,000 people to Talking Shop with iShopFor Ipsos — from beginners interested in learning a new side hustle, to experienced shoppers looking to sharpen their skills or find new opportunities with the world's top retailers," said Carey Medina, Senior Vice President, Ipsos Channel Performance.

"Whether they're joining us in St. Louis or logging in from overseas, I can't wait to bring this community together and celebrate everything that makes Talking Shop the definitive event for the mystery shopping industry."

This year's agenda includes fourteen distinct learning sessions on a wide range of topics, including "An Introduction to Mystery Shopping," a kickstart guide for newcomers; "The Future is Now: Innovations in Mystery Shopping," which explores new tech like wearable equipment and advanced eye-tracking software that is transforming the mystery shopping industry; and "Your Route to Success," a practical guide to planning long routes of mystery shops around the world.

As the largest provider of mystery shopping services globally, iShopFor Ipsos has earned a reputation as a standard-bearer for the field — including [seven consecutive years as a MSPA Americas Shoppers' Choice Award winner](#), an honor determined entirely by feedback from Ipsos' shopper community. That track record of excellence for clients and contractors is backed by Ipsos' innovative research methodologies, which earned the company a ranking as the [No. 1 Most Innovative Research Supplier](#) in the 2025 GRIT Business & Innovation Report.



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To register or learn more about [Talking Shop with iShopFor Ipsos](#), please contact:

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About Ipsos

Ipsos is one of the largest market research companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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