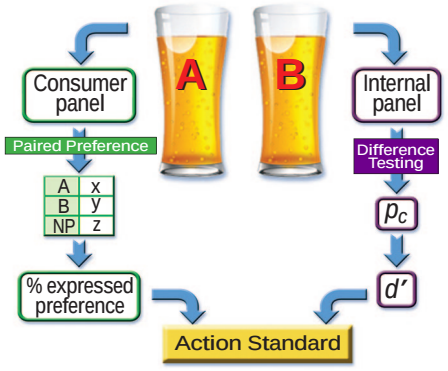
The Institute for Perception

Register Today for an Upcoming Short Course Programme



2 COURSES TO BE HELD:

May 21 - 25, 2012
IN BRUSSELS, BELGIUM
AT THE RADISSON BLU EU

May 21 - 22, 2012

A Powerful Framework for Sensory Product Testing

AND

May 23 - 25, 2012

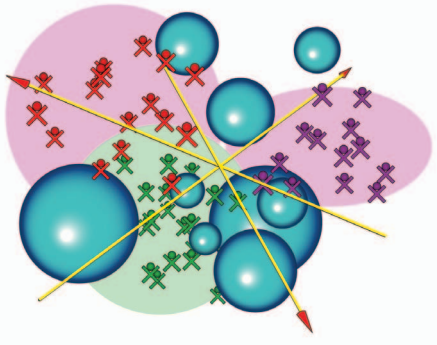
Drivers of Liking® and Product Portfolio Optimization

Who Should Attend

These courses have been developed for technical and supervisory personnel in sensory evaluation, market research, product development, quality assurance, and general management within consumer product companies.

Why Attend?

- Taught by respected leaders in product and concept testing, these courses will help you make more efficient, informed and profitable decisions.
- These courses have evolved continually over the past two decades in the United States and present the most recent advances in testing methods and models.
- By attending these courses, you will learn novel approaches to product and market research that you can easily apply to your own professional challenges.



What You Will Learn

May 21 - 22, 2012

A Powerful Framework For Sensory Product Testing

In this course you will achieve a deeper understanding of commonly used discrimination and rating methods by learning a common framework in which to interpret results across methodologies. In particular, you will learn how to:

- Select the most suitable and powerful discrimination methodology based on the objectives of your project, thus saving time, expense and human resources
- Develop standards to detect when sensory differences and ratings exceed a consumer-relevant acceptability threshold, allowing you to connect results of internal panel testing to consumer response
- Assess and manage risks in product testing decisions
- Relate difference testing results to harmonize historical data and resolve apparent paradoxes across methodologies
- Use the latest theories to treat specific categorical responses, such as those obtained from preference/difference tests with a 'no preference/difference' option
- Reduce costs using the Tetrad test

MONDAY (MAY 21, 9am - 5pm)

Topics

- Difference testing methods: *m*-AFC, triangle, duo-trio, same-different, A/Not A and degree of difference
- Estimating a measure of sensory difference, *d'* and its variance from discrimination tests
- Power and sample sizes for discrimination methods
- Proportion of discriminators in the population
- Replicated testing: Beta-binomial models
- The Tetrad test: A cost saving alternative to the Triangle test

Cases

- *Product differences using m-AFC tests*
- *Ingredient supplier change: Texture using 2-AFC, duo-trio, and triangle; The issue of power*
- *Superiority claim: 2-AFC versus duo-trio*
- *2-AFC and 2-AC on carbonated water*

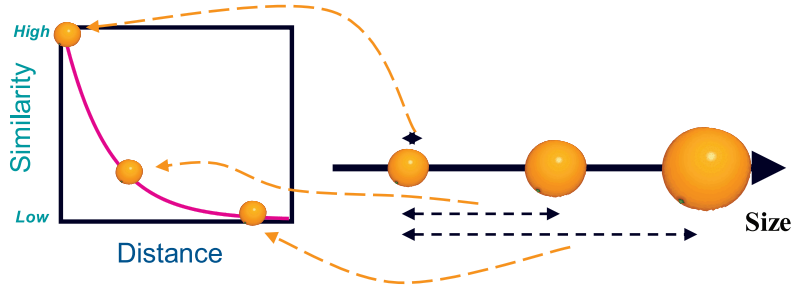
TUESDAY (MAY 22, 9am - 5pm)

Topics

- How to get *d'* values from intensity ratings data
- Rating means and scale means
- Ranking
- Establishing internal action standards to predict consumers' responses
- Measuring the effect of training
- Statistical basis for management decisions

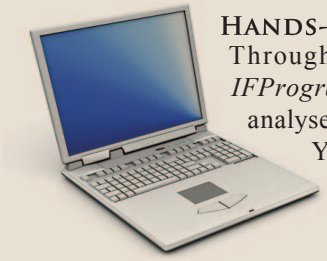
Cases

- *Memory and sequence effects*
- *Improving discrimination by allowing retasting*
- *Relating trained panel and consumer sensitivities*
- *Ingredient change: Getting d' values from descriptive analysis*
- *Generating a dose response relationship using ranking and rating*



How The Courses Are Taught

During two decades of teaching short courses in Sensory and Consumer Science we have gained an appreciation for engaging our audiences so that technical material can be absorbed easily for effective future use. Rather than relying on the standard but often ineffective theory-application approach, we instead interweave an unfolding story with the theoretical and applied material to provide our participants with a sense of discovery and relevance regarding the various tools they encounter. This dual teaching approach has shown itself to be extremely effective at providing participants with a thorough and long-lasting understanding of the course material.



Hands-On Analysis

Throughout the week, you will use *IFPrograms*™ software to perform the analyses demonstrated in the course. You will be introduced to its capabilities and, upon completion of the course, you will receive a complimentary trial version *(valued at €565)* accessible through the internet.

For a detailed listing of the capabilities of *IFPrograms*, please visit at www.ifpress.com/software.

What You Will Learn

May 23 - 25, 2012

Drivers of Liking® and Product Portfolio Optimization

Learn to "see" the market from your consumers' perspective as you develop an understanding of similarity, Drivers of Liking,® and Landscape Segmentation Analysis.® You will also be introduced to recently developed novel combinatorial tools, which can enhance the use of the TURF technique and guide the optimal selection of products for consumer category appraisals. In this course, you will actively:

- Construct maps with product and consumer ideal points and identify products' strengths and weaknesses using descriptive and analytical data
- Understand the limitations of internal preference mapping based on 27 category appraisals conducted at a major consumer products company
- Find consumer segments using individual ideals
- Use mapping results to improve existing products and conduct computer-aided design of new products
- Determine optimal product portfolios using advanced combinatorial tools

WEDNESDAY (MAY 23, 9am - 5pm)

Topics

- Introduction to Sensory and Drivers of Liking® spaces
- Just-about-right (JAR) and ideal point models
- Choice models - ranking, first choice, first-last choice, logit versus Thurstonian
- Mapping hedonic data
- Factor analysis, External preference mapping
- Introduction to unfolding and Landscape Segmentation Analysis® (LSA)
- How to identify Drivers of Liking®

Cases

- *Using an ideal point model to analyze JAR data*
- *Factor analysis on category appraisal data*
- *External preference mapping on consumer hedonics of low fat cookies*
- *Landscape Segmentation Analysis on beverages*
- *Determining a product's optimal sensory profile using a market appraisal study*

THURSDAY (MAY 24, 9am - 5pm)

Topics

- LSA versus External and Internal Preference Mapping (IPM); the issue of satiety
- Portfolio optimization, product predictions
- Blind versus branded data, Benefits
- Motivations for product consumption
- Drivers of perception
- Usage occasions, Product and concept fits
- Intensity analysis

Cases

- *LSA versus IPM of 27 category appraisals*
- *Product portfolio optimization for a population with three distinct segments*
- *Blind-branded LSA on Chardonnay wines*
- *Moisturizing properties of soap bar images*
- *Multi-country LSAs of personal care products*
- *Adults' and children's food preferences*
- *Usage occasions of snack bars*

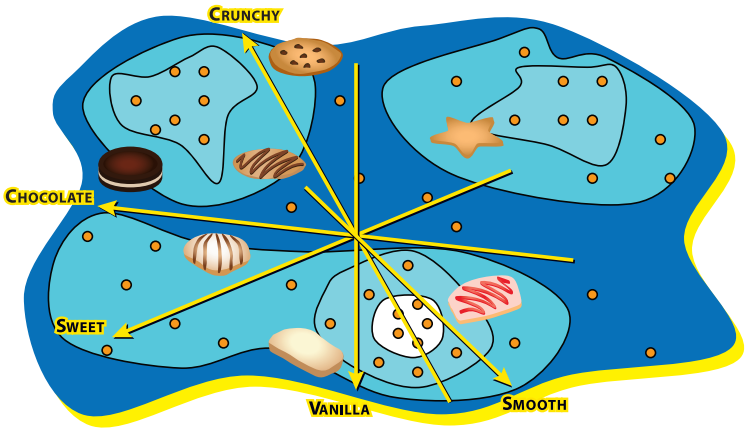
FRIDAY (MAY 25, 9am - 1pm)

Topics

- Problems in sensory and consumer science requiring computationally intensive tools
- Selecting maximally compatible combinations of features, flavors or ingredients
- Selecting maximally distinct combinations of products for testing or factories for monitoring
- eTurf: Creating a more efficient Total Unduplicated Reach and Frequency (TURF) analysis
- Selecting optimal portfolios of feature, flavor or ingredient combinations

Cases

- *Selection of optimal collection of food products for a category appraisal*
- *Development of an optimal menu of pizzas for a large scale pizza franchising company*
- *Discovering optimal meal rations and boxed meals using advanced computational tools*



Enrollment is limited - Register today at www.ifpress.com/short-courses
For more information, please contact mail@ifpress.com

Instructor Biographies

Dr. Benoît Rousseau is Senior Vice President at The Institute for Perception. Benoît received his PhD in Sensory Science and Psychophysics from the University of California, Davis and holds a Food Engineering degree from AgroParisTech in Paris, France. He has conducted extensive experimental research on probabilistic models and has published numerous journal articles as well as several book chapters. Benoît regularly consults with and manages projects for clients in Asia, Europe and the Americas. In his teaching, Benoît has developed powerful and illustrative visual aids and is well known for his effective and user-friendly approach to introducing new ideas.

Dr. John M. Ennis is Vice President of Research Operations at The Institute for Perception. John received his PhD in Mathematics from the University of California at Santa Barbara and conducted post-doctoral studies in the UCSB Psychology department. An active researcher, John has published in prominent journals in Market Research, Statistics, Mathematics and Psychology and has coauthored a book chapter on Neuroanatomy. The current chair of ASTM E18.04, "Fundamentals of Sensory," John has a strong interest in the widespread adoption of best practices throughout sensory science.

To read papers and technical reports by your instructors, please visit www.ifpress.com/publications

Invited Speakers

Frank Rossi is Associate Director, Applied Quantitative Sciences, Kraft Foods in Glenview, Illinois, where he supports product development efforts for Kraft's divisions and consults internally with the Operations, Quality and Marketing Research Organizations. Frank has also held statistical consulting positions with General Foods Corporation and Campbell Soup Company. He has authored publications on the statistical aspects of product testing. He obtained a BS in Mathematics and an MA in Statistics from The Pennsylvania State University.

Dr. Kevin Blot is Lead Scientist at Unilever, where he manages the Sensation, Perception, and Behavior group for Unilever Global R&D in Trumbull, Connecticut. He holds a PhD in Experimental Psychology in Psychophysics. His recent work, published in seminal Psychology and Sensory Science journals, has focused on touch perception and multivariate visualization approaches. During his tenure at Unilever, Kevin has championed the development and application of probabilistic models to understand consumer needs and motivations, leading to the development of successful global products.

Course Registration

Course fee includes all course material, lunches and refreshments each day, and group dinners. You will also receive access to a free trial version of *IFPrograms*™ software and a copy of our book, *"Short Stories in Sensory and Consumer Science."*

A Powerful Framework (2 days) **€750**

Drivers of Liking® (2.5 days) **€950**

Register for both courses and save €50 ..... ***€1650***

* *A 50% discount will be applied to each additional registration from the same company, for the same course*

* *Academic discount available on request*

♦

Register online at www.ifpress.com/short-courses
(You may hold a place by contacting mail@ifpress.com)

♦

Attendees are responsible for their own hotel and travel arrangements.

Location and Accommodations

The course will be held at the award-winning Radisson BLU EU Hotel, which is centrally located in the heart of Brussels. Its close proximity to the European Parliament makes it easily accessible by train, auto and air.

www.radissonblu.com/euhotel-brussels

After registering for the course, you will receive reservation information for the Radisson BLU EU.

Group Dinners

Group dinners are included in your course fee and will allow you to connect with fellow participants, the course instructors and speakers over relaxing meals. Special evenings will be enjoyed at the acclaimed ***Orphyse Chaussette*** restaurant.

Hold Your Spot! - Register today at www.ifpress.com/short-courses
For more information, please contact mail@ifpress.com