

# ACADEMY

## INTRODUCING

*A premier educational development package designed to enhance and expand the knowledge base of sensory and consumer science professionals*



- Through on-site training, webinars, external courses, and access to self-study materials, the members of your team will benefit from the Institute for Perception's decades of experience working on product testing theory and applications for consumer products.
- This professional development package combines on-site training with off-site learning, access to publications and books on topics of interest to sensory and consumer scientists, and the combined knowledge and experience of Dr. Daniel M. Ennis, Dr. Benoît Rousseau, and Dr. John M. Ennis.

### ON-SITE TRAINING

#### One three-day internal course per year

- Customizable training to address your organization's needs and expectations
- Interaction with instructors through open discussions involving potential confidential data and topics
- Allows multiple employees to attend the instruction simultaneously

### ONLINE TRAINING Webinar Series

#### Unlimited live participation and recordings open to all employees

- 75 minute webinars on areas of interest for sensory and consumer scientists
- Any employee can access the recordings at any time
- All of our webinars are intended for a general audience of sensory professionals

### OFF-SITE TRAINING

#### Unlimited 50% discount for any employee to attend any Institute for Perception course in the USA, Europe, Asia, or South America

- Current Topics in Sensory and Consumer Science: Symposia and Master Classes
- Advertising Claims Support: Case Histories and Principles

### LITERATURE LIBRARY

- Participation in the Institute for Perception Colleague program for all employees, which includes access to reprints of journal articles and technical reports
- Subscription to our quarterly newsletter which includes a new technical report in each issue
- A complete set of three of our books for up to twenty employees. (*maximum of up to 60 books, shipping included*)

## ON-SITE TRAINING: One Three-Day Course per Year

- **Course offerings include, but are not limited to,**
  - ▶ Difference Testing and Rating Methods
  - ▶ Tools and Applications of Sensory and Consumer Science
  - ▶ Survey Design and Analysis
  - ▶ Advertising Claims Substantiation
  - ▶ Drivers of Liking®: Principles and Applications
  - ▶ Introductory Statistics
  - ▶ Experimental Design



- **Benefits of internal courses include**
  - ▶ Customizable to address your organization's needs and can be based on our external course programs
  - ▶ Interaction with instructors through open discussions involving potential confidential data and topics
  - ▶ Economy of scale by allowing multiple employees to attend the instruction simultaneously
- **Travel costs for instructor are included in the program's annual participation fee**

## ONLINE TRAINING: Webinar Series

- Access to every webinar we have ever produced or will produce during your year of participation for all employees in your company. Our webinar library includes sixteen 75 minute webinars on areas of interest for sensory and consumer scientists, covering fields like sensory and consumer science methods, advertising claims support and innovation, and marketing science analytic tools. Employees will also have access to live participation in future webinars.
- Members of your team will be provided with a link to access the recording, a PDF of the slides presented, and access to the recordings at any time. This is a wonderful way to stay on the cutting edge of recent developments in the field and to provide a base of knowledge for employees who may be distanced from central locations.
- All of our webinars are intended for a general audience of sensory professionals. No detailed technical knowledge is assumed.

### *Webinar topics currently available...*

#### **Sensory And Consumer Science Methods**

- ▶ Replicated Preference Testing to Diagnose Consumer Segmentation
- ▶ Preference without a Significant Sensory Difference? A Solution
- ▶ An Introduction to Thurstonian Modeling - PART 1
- ▶ An Introduction to Thurstonian Modeling - PART 2
- ▶ Advances in Tetrad Testing
- ▶ Developing Consumer Relevant Action Standards for Sensory Difference Testing
- ▶ Precision of Measurement in Sensory Difference Testing
- ▶ Discrimination Testing with Batch-to-Batch Variability
- ▶ Mapping Techniques to Link Consumer and Expert Data
- ▶ The Science of Answering Questions
- ▶ Developments in Applicability and CATA Scoring

#### **Advertising Claims Support and Innovation**

- ▶ Supporting Count-Based Sensory Advertising Claims
- ▶ Issues in Supporting "Up-to" Claims
- ▶ Claiming Equivalence, Unsurpassed, and Superiority Simultaneously
- ▶ Invention and Innovation

#### **Combinatoric Analytic Tools**

- ▶ Hiding in Plain Sight: Finding New Opportunities using Graph Theory
- ▶ Introduction to Graph Theoretic Tools
- ▶ eTURF 2.0: A Cutting Edge TURF Solution for Datasets of All Sizes

#### **Future Webinars**

- ▶ Large TURF Problems: Finding Custom Solutions
- ▶ Unfolding to Multiple Ideal Points



## OFF-SITE TRAINING

Unlimited 50% discount for any employee to attend any Institute for Perception course when offered in the USA, Europe, Asia, or South America

### ❖ Advertising Claims Support

- ▶ Claims and surveys in litigation
- ▶ ASTM Claims Guide: Methods and data
- ▶ Requirements for a sound methodology
- ▶ Test method, design, location, and participants
- ▶ Design and analysis of a consumer takeaway survey
- ▶ Testing for equivalence and unsurpassed claims

*Upcoming dates and locations....*

- April 17-19, 2018, The Greenbrier, White Sulphur Springs, WV

**ADVERTISING  
CLAIMS SUPPORT**  
Case Histories and Principles

### ❖ Current Topics in Sensory and Consumer Science : Symposia and Master Classes

- ▶ Statistical issues in claims support
- ▶ Consumer relevance of sensory measurements
- ▶ Multivariate mapping and unfolding
- ▶ Developments in web-based research and data science

*Upcoming dates and locations...*

- May 8-10, 2018, Williamsburg Lodge, Williamsburg, VA

**CURRENT TOPICS**  
in **Sensory and Consumer Science**  
**SYMPOSIUM AND Master Classes**

## The Institute for Perception LIBRARY

- Participation in the Institute for Perception Colleague program for all employees, which includes reprints of journal articles and technical reports on topics such as:
  - ▶ Difference tests
  - ▶ Ratings and rankings
  - ▶ Advertising claims support
  - ▶ Combinatorial Tools
  - ▶ Optimizing Product Portfolios
  - ▶ Design Issues in product tests and surveys
  - ▶ Drivers of Liking® and Landscape Segmentation Analysis®
- Interested employees will be subscribed to our quarterly newsletter as part of our Colleague program, and be the first to know about new technical reports on upcoming topics of interest
- A complete set of all three of our books for up to twenty members of your team. (*a maximum of up to 60 books total, shipping included to each employee*). Our books span decades of research from The Institute for Perception on many topics of interest to sensory and consumer science professionals. Case studies and rich learning opportunities abound in detailed chapters, scenarios, tables, and explanations, backed by industry and academic experience.
  - ▶ *Tools and Applications of Sensory and Consumer Science*
  - ▶ *Readings in Advertising Claims Substantiation*
  - ▶ *Thurstonian Models*



## About Us



**DR. DANIEL M. ENNIS** – *President*. Danny has more than 35 years of experience working on product testing theory and applications for consumer science. He has doctorates in food science and mathematical and statistical psychology. He has published extensively on mathematical models for human decision making and was the first to show that humans possess a transducer in the chemical senses. In 2001, he solved the degeneracy problem in multidimensional unfolding. Danny is a recipient of the *Sensory and Consumer Sciences Achievement Award* from IFT and also the *ASTM David R. Peryam Award* in recognition of “outstanding contributions to the field of basic and applied sensory science.” Danny consults globally and has served as an expert witness in a wide variety of advertising cases.



**DR. BENOÎT ROUSSEAU** – *Senior Vice President*. Benoît received his food engineering degree from AgroParisTech in Paris, France and holds a PhD in sensory science and psychophysics from the University of California, Davis. He has more than 20 years of experience in managing projects in the field of sensory and consumer science, actively working with clients in the US, Asia, Latin America, and Europe. His theoretical and experimental research has led to numerous journal articles as well as several book chapters. Dr. Rousseau is well known for his advanced presentation skills, where his use of sophisticated visual tools greatly contributes to the success of the Institute for Perception communications, short courses, and webinars. Dr. Rousseau has recently been appointed as a visiting professor at Chuo University in Japan.



**DR. JOHN M. ENNIS** – *Vice President of Research Operations*. John received his PhD in mathematics and also conducted post-doctoral research in cognitive neuroscience at the University of California, Santa Barbara. He is the winner of the *Food Quality and Preference Award* for “Contributions by a Young Researcher.” John has published in statistics, mathematics, psychology, and sensory science. He has a strong interest in the widespread adoption of best practices throughout sensory science, serves on the editorial boards of the *Journal of Sensory Studies* and *Food Quality and Preference*, and is chair of the ASTM subcommittee E18.04 - “Fundamentals of Sensory.”

**The Institute for Perception** is a full service research consulting firm specializing in premium quality services to help convert marketing concepts or technical inventions into innovative new products. We also help to support advertising claims and conduct extensive research on new models of human perception to provide a basis for methods to support product development, market research, and advertising claim substantiation.



**The Institute for Perception ACADEMY** educational package, which includes everything mentioned in this brochure, is available for an annual fee of \$25,000.

To participate in this program, please contact **Dr. Daniel Ennis** at **daniel.m.ennis@ifpress.com** or call **804-675-2980**.

 The Institute for Perception

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