

3 DAY EVENT

held at the Williamsburg Lodge in Williamsburg, VA
TUESDAY - WEDNESDAY - THURSDAY
MAY 8 - 10, 2018

CURRENT TOPICS IN SENSORY AND CONSUMER SCIENCE

SYMPOSIA

AND MASTER CLASSES

Claims Support

Consumer Relevance

Mapping & Unfolding

Data Science

This program begins with a **full day of Symposia** on current topics in sensory and consumer science. Then, **two days of in-depth Master Classes** will follow to discuss selected issues from the Symposia.

SYMPOSIA TOPICS:

- **Statistical Issues in Claims Support**
- **Consumer Relevance of Sensory Measurements**
- **Developments in Multivariate Mapping and Unfolding**
- **Data Science for Consumer Scientists: Staying in the Loop**

The symposia are chaired by **Dr. Daniel Ennis**, **Dr. Benoît Rousseau**, and **Dr. John Ennis** and will include diverse presentations from the following invited speakers (*listed in alphabetical order*):

- **Andy Basehoar** - Senior Statistician, Family Care, *Kimberly-Clark*
- **John Castura** - Vice President of Research & Innovation, *Compusense*
- **Dr. MaryAnne Drake** - Professor, *North Carolina State University*
- **Dr. Danielle van Hout** - Science Leader, R&D, *Unilever*
- **Anthony (Manny) Manuele** - Vice President, *Molson Coors*, Global Brewing, Quality, Innovation, and Technical Governance
- **Frank Rossi** - Director of R&D, *PepsiCo / Frito Lay*
- **Dr. Zachary Schendel** - Director of UX Research, *Netflix*
- **Annie Ugurlayan** - Assistant Director, Communications, *NAD*
- **Dr. Thierry Worch** - Statistician, *QI Statistics*

WHY ATTEND

To consider new concepts that challenge common assumptions and practices.

To listen, learn, and interact with experienced leaders and peers from the sensory and consumer science community.

To focus on learning and mental enrichment, away from the ever-present demands of the office, and to return refreshed with new ideas.



LOCATION

This event will be held at the Williamsburg Lodge which is just steps away from historical Colonial Williamsburg.



Register online at www.ifpress.com for this SYMPOSIA and Master Classes Event.

SYMPOSIA AGENDA

TUESDAY, May 8, from 8:00 AM to 4:30 PM with a one hour break for lunch from 12 noon to 1:00 PM.

SYMPOSIA General Introduction | 8:00 - 8:30

Symposium 1: Statistical Issues in Claims Support | 8:30 - 10:00

A central issue in advertising claims support is the reliability of the research that supports a claim. Experimental design and how the statistical analysis is conducted contribute to the confidence placed in arguments supporting advertising claims. In this symposium the speakers will address some paradoxical outcomes inherent in the *ASTM Standard Guide for Sensory Claim Substantiation*. They will also discuss how to support equivalence, ratio, and multiplicative claims and provide an overview of how to account for ties in difference and preference tests.

Symposium 2: Consumer Relevance of Sensory Measurements | 10:30 - 12 Noon

Product development, quality assurance and advertising claims support all require relevant sensory measurements that relate to consumer behavior. Based on new ideas and recent research, the speakers in this symposium will discuss fundamental sensory measurement and scaling issues that need to be addressed in order to establish and implement consumer-relevant action standards. The basis for these standards will provide participants with the ability to significantly improve the usefulness, and relevance, of their sensory and consumer testing programs.

Symposium 3: Developments in Multivariate Mapping and Unfolding | 1:00 - 2:30

Multivariate mapping of hedonic data has led to improved consumer products and a better understanding of consumer liking and choice. Multivariate analyses are commonly used to study differences among items in a multidimensional space and to relate these findings to hedonic assessments of the same items. But there are numerous methods in use and the purpose of this Symposium is to review these methods based on ideas about how the data arise. Among the methods considered in this Symposium are internal preference mapping, external preference mapping and probabilistic unfolding of liking. Without a process-based perspective, practitioners will not be able to optimally interpret results from the wide variety of available multivariate mapping methods. This symposium's focus on the processes that generate data will be new and relevant to practitioners.

Symposium 4: Data Science for Consumer Scientists: Staying in the Loop | 3:00 - 4:30

Data science—a relatively young field which has rapidly come to dominate many aspects of modern life—offers consumer scientists an exciting future through powerful techniques for mining the increasing wealth of consumer data. In this symposium, we will explore the various ways that data science is impacting consumer science, from improving the predictive ability of product development and refining our ability to classify consumers into meaningful benefit-based clusters, to providing additional channels for hearing consumers. This symposium is recommended for consumer scientists who want to ensure that they are well-positioned as the data-driven future continues to expand.

Symposium Chairs and Master Class Instructors



Dr. Daniel M. Ennis - *President*, The Institute for Perception. Danny has more than 35 years of experience working on product testing theory and applications for consumer products. He has doctorates in food science and mathematical & statistical psychology and is a Professional Statistician accredited by the American Statistical Association. 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*, The Institute for Perception. 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. Benoît is well known for his advanced presentation skills, where his use of sophisticated visual tools greatly contribute 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*, The Institute for Perception. 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." More recently, John has become intensely interested in applications of data science to sensory and consumer science, both in the area of internet-based research and in textual analytics.

OUTLINE OF MASTER CLASSES

WEDNESDAY and THURSDAY, May 9-10, with a one hour break for lunch from 12 noon to 1:00 PM.

Master Class 1: Wednesday, May 9 | 8:00 - 12:00 Noon Claims Support: Preference, Equivalence, and Multiplicative Claims

- NAD perspective and selected case decisions
- No preference option analysis
- Power comparisons: Dropping, equal, and proportional distribution
- Statistical models and psychological models
- ASTM requirements for superiority, unsurpassed, and equivalence claims
- Need for a minimum standard for superiority
- Equivalence testing: How the equivalence hypothesis differs from difference testing
- FDA method for qualifying generic drugs: Why TOST is flawed
- Ratio and multiplicative claims: New statistical models
- The difference between ratio and multiplicative claims
- Examples of multiplicative claims

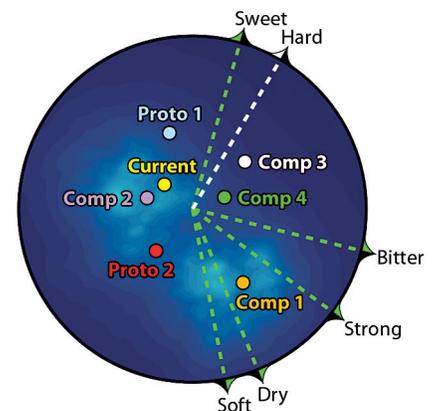
Master Class 2: Wednesday, May 9 | 1:00 - 5:00 Setting Consumer Relevant Action Standards

- The need for consumer-focused sensory programs
- A consumer preference, but no significant sensory difference?
- Why scaling sensory differences is needed
- Psychological scaling of product differences: δ
- Setting a rejection threshold, δ_R , using consumer input
- Optimizing an internal sensory program using δ_R - Sample size, risk and reward



Master Class 3: Thursday, May 10 | 8:00 - 12:00 Noon Unfolding to Individual Ideals

- Unfolding to individual ideal points and product positions in a drivers of liking space
- Landscape Segmentation Analysis® (LSA)
- LSA compared to internal and external preference mapping
- Ideal point models vs. Bayesian networks
- Identifying drivers of liking
- Portfolio optimization
- Predicting product performance from internal sensory expert data



Master Class 4: Thursday, May 10 | 1:00 - 5:00 Computational Advances in Consumer-Centric Analyses

- The many sources of consumer data and the rise of data science
- Recommendations for internet-based survey design and execution
- Operations research and its applications to market research
- Comprehensive Market Coverage Analysis (CMCA)
- Graph theory: Compatibility of features, images, and benefits to build a brand
- Classification trees to understand consumer clustering
- Techniques for textual analysis

HOW THE MASTER CLASSES ARE TAUGHT



IFPress™ software will be used to perform analyses demonstrated in the classes. You will be introduced to its capabilities and will receive a complimentary 3-month trial of the Professional version used for LSA and other sensory and consumer data-related analyses. For a detailed listing of the software features and licensing, please visit www.ifpress.com/software.

(Note: IFPress is not required to apply course principles.)

FOR CONTINUED STUDY...

To enhance your continued studies, you will receive a printed manual with all presented slides and a copy of our current books, *Tools and Applications of Sensory and Consumer Science*, *Readings in Advertising Claims Substantiation*, and *Thurstonian Models: Categorical Decision Making in the Presence of Noise*.



INTENDED AUDIENCE: Those who work in sensory and consumer science and aspire to stay current of innovative developments in their field. The concepts covered have valuable applications to product development, quality assurance, marketing, and advertising claims substantiation in consumer product companies.

SYMPOSIA

AND MASTER CLASSES

Claims Support

Consumer Relevance

Mapping & Unfolding

Data Science

MAY 8–10, 2018 (Entire Program) **\$1,975***

SYMPOSIA only (May 8) **\$495**

Master Classes (May 9-10) each at **\$395**

*Save \$100 when you register to attend the SYMPOSIA and all 4 Classes

Fees include:

- ◆ Food and beverage refreshments and lunch each day
- ◆ A group dinner on Tuesday and Wednesday evenings
- ◆ Printed manuals of slides and software exercises
- ◆ A copy of our latest books, *Readings in Advertising Claims Substantiation, Tools and Applications of Sensory and Consumer Science*, and *Thurstonian Models: Categorical Decision Making in the Presence of Noise*
- ◆ FREE *IFPrograms™* Tools software and a three-month free trial of the Professional version
- ◆ Complimentary IFP webinar - attend an upcoming presentation or choose a past recording

CFS Certified Food Scientist* This program qualifies for Certified Food Scientist (CFS) recertification contact hours (CH).

HOW TO REGISTER

Register online at www.ifpress.com/short-courses where payment can be made by credit card. If you have any questions or would like information about payment by invoice, please contact **Susan Longest** at mail@ifpress.com or call 804-675-2980.

CANCELLATION POLICY

Registrants who have not cancelled two working days prior to the course will be charged the entire fee. Substitutions are allowed for any reason.

LOCATION and HOTEL RESERVATIONS

This event will be held at the Williamsburg Lodge in Williamsburg, VA. The Lodge is located next to Colonial Williamsburg's historic district where hundreds of pre-revolutionary buildings spanning more than 300 acres have been authentically restored as a living-history museum. For more information, visit www.colonialwilliamsburg.com.



The cost of hotel accommodation and travel is not included in the registration fee. If you wish to stay at the Williamsburg Lodge, a block of rooms is being held at a special rate of **\$179 (plus taxes)** per night. **To be sure to get a room, make your room reservation as early as you can.** To make a room reservation online, go to <https://aws.passkey.com/go/IP2> to access the Booking Website for this event. For reservations by phone, please call **1-800-261-9530** (Monday-Friday, 8:30- 5:00 EST) and provide the **Booking ID #IP2**.

TRANSPORTATION

Williamsburg, Virginia is located about 20 minutes from the Newport News/ Williamsburg International Airport (PHF) and about 45 minutes from the Richmond International Airport (RIC) or the Norfolk International Airport (ORF). All airports are served by Uber, Lyft, commercial taxis, and rental car companies.

Invited Speakers

(Listed in alphabetical order by last name.
More details about each speaker is available on our website.)



Andy Basehoar - Senior Statistician, Family Care, Kimberly-Clark. Over the past 12 years, Andy has improved family care consumer products through the design and analysis of physical, sensory, and consumer research. Interests include advertising claim substantiation and modeling the physical and sensory drivers of consumer product liking.



John Castura - VP of Research & Innovation, Compusense, Inc. John developed a taste for sensory evaluation as a trained Scotch whisky panelist on a descriptive sensory panel. Research interests now include sensory methods and data analysis. He serves as chair of the Sensometric Society and on the editorial board of *Food Quality and Preference*.



Dr. MaryAnne Drake - Professor, NC State University. She is a William Neal Reynolds Distinguished Professor in the Department of Food, Bioprocessing and Nutrition Sciences, Southeast Dairy Foods Research Center. She has published extensively and given over 300 industry presentations. Her research focus: how processing steps influence flavor and the perception of food.



Dr. Danielle van Hout - Science Leader, Unilever R&D in Vlaardingen, The Netherlands. During her 23 years at Unilever, she has filled various leadership roles and has implemented novel sensory and consumer tests. Danielle collaborates with leading scientists to develop effective sensory test methods and ecologically valid consumer research methods for FMCG.



Anthony (Manny) Manuele - VP of Global Brewing, Quality, Innovation, and Technical Governance, Molson Coors. Manny currently holds an executive leadership role responsible for all Quality and Technical Innovation related to products, process, and ingredients as well as for technical competitive intelligence and consumer science.



Frank Rossi - Director of R&D - Global Snacks, PepsiCo/Frito Lay. Frank is an Accredited Professional Statistician (PStat®) with more than 30 years of industry experience holding positions in the statistics functions at Kraft Foods, Campbell Soup Company, and General Foods. He is an expert in using statistics methodologies to improve quality and drive R&D projects.



Dr. Zachary Schendel - Director of UX Research, Netflix. Zach leads a team of consumer insights experts at the Netflix Product Innovation table. Since receiving his PhD in Cognitive Psychology from Ohio State, Zach has led insights work across all 5 senses including lotion skinfeel and music cognition, to fragrance, movies, and taste of heart-healthy meals.



Annie Ugurlayan - Assistant Director, Communications, NAD. Annie regularly speaks at conferences nationwide and abroad, with a particular focus on cosmetics and personal care cases. She is a published author, an active member in various bar associations, and also serves on the Board of the New York Women's Bar Association Foundation.



Dr. Thierry Worch - Statistician, QI Statistics in Berkshire, UK. Thierry specializes in "R" programming and has published over 20 scientific papers and notes in sensory and consumer science. His recent area of research for his PhD was on the validation and analysis of Ideal Profile data. Thierry is fluent in French, English, and Dutch.