Invitation to participate in
The Student and Early Stage Research Group
KNOWLEDGE EXCHANGE WEBINAR
Sensory and Consumer Research
1st Edition
Wednesday, January 30TH – From 10:00am to 11:00am (French time)

Program

We are delighted to invite you to be part of this exciting new initiative set up by the E3S SESRG. We have initiated these knowledge exchange webinars with the aim of enhancing student and early career researcher networks across Europe, and sharing our knowledge and experiences in an engaging way. We do hope that you can spare the time to join us, and maybe you would like to be involved in hosting a future knowledge exchange webinar in association with your national sensory network!

10:00-10:05am
Welcome of participants and webinar introduction

10:05-10:50am:
Speakers' presentations & exchange with participants

Léonor Bonnafous : *« Melting pot of work experiences in sensory & consumer insight »*

Audrey Cosson : *« An efficient sensory method for understanding the perceptions of pea protein isolates in relation with their chemical composition »*

Alexiane Luc : *« Analyzing Free JAR data with opinion mining strategies »*

10:50-10:55am
Q&A test for each speaker

10:55-11:00am
Selection of the next webinar host country & closing

What will you need to participate?

- Be a member of your national sensory science group
- Only a computer with a video and microphone

To register, please click on https://goo.gl/forms/PF2GBfgYDqWhNXl42
- Further information will be provided after registration

If you have any questions, please do not hesitate to contact us at **E3S-SESRG@e3sensory.eu**

Léonor Bonnafous – Early Stage Researcher

Léonor is a food scientist with a double degree (ONIRIS, France and Brazil). She discovered the universe of sensory during her internship at Belcolade (PURATOS), a chocolate Belgium company. This passion for sensory and chocolate, led her to work as a panel leader at Villars Maître chocolatier (SAVENCIA) where she consolidated and restructured an expert panel during eight months. After these experiences, she moved to another universe: the flavours. During 6 months she created sensory expertise and quality sensory standardization at Metarom. But Léonor wanted to go a step further and she decided to move towards the consumer insight area as a consultant at SAM Sensory and Marketing in Zurich where she worked for one and a half years. Currently, Léonor is working in her initial company PURATOS, where she coordinates sensory tests, creates sensory expertise, understands consumers psychology and develop international sensory competencies .

Léonor will talk us about her professional experiences: what she has learned and what skills she has developed from them. Moreover, she will give us an insight about the role of sensory and consumers scientists in the industry.

Audrey Cosson – PhD student

Audrey is a French engineer from AgroParisTech specialized in food science and sensory analysis. During her studies she has have the opportunity to work on different projects at the interface between food formulation and sensory analysis. Currently, she is working on her PhD project which takes part of a collaboration between the Aliment Digestion Perception team (joint unit between INRA and AgroParisTech, France) and the company Roquette Frère (France). The objectives of her PhD are to move towards a more sustainable food system and to provide a food offer richer in vegetable proteins, appreciated and easily usable by consumers.

Audrey will present us some aspects of her PhD project such as the sensory characteristics of pea protein isolates and the origin and the mechanisms of their sensory-notes based on their composition. Moreover, she will discuss about the challenges she has to face as well as the way to overcome them.

Alexiane Luc – Graduate student

Alexiane is, since September 2018, a French graduate engineer from Agrocampus-Ouest, specialized in Data Sciences. During her master degree, she took part in an engineering project in collaboration with Strategir, a French market research institute, and plan to go further as a PhD student to continue this project.

She will present us how Free JAR Data are conducive to an analysis based on opinion mining strategies. She will show us how "comments" obtained from Free JAR data can be transformed into a score of good or bad opinion, a quantitative score allowing to obtain an explicit graphical representation named "Sentiment Mapping".