

Four days in Eurosense 2012...



For the sensory research community, Eurosense is a key congress that centralizes the best European researchers in this domain. As a PhD student, it was a great opportunity to be a delegate of Eurosense 2012, held in Bern from September 9th to 12th. I experienced the congress as very rich in new perspectives and full of interesting moments.

Firstly, Eurosense is one of the major congresses in Sensory and Consumer Research. It offers a great chance to discover the latest findings and to discuss the future of our domain. Furthermore the congress focusses on presenting new methods such as key points in sensory evaluation but also the last innovations in statistical analysis. Thereby researchers benefit from this congress as it provides them with the knowledge they need to implement new protocols and set-up the right method to answer their own questions.

Secondly, I was given the opportunity to present my PhD work on contextual influences on food behaviour, there. Although, it is well-known that our behaviour is under the influence of contextual variables, the underlying mechanisms are still under investigation. Particularly, it remains unclear how the different contextual variables interact to create a specific moment of consumption.



During my PhD, an immersive bar was developed that offers the possibility to test for combinations of several contextual variables. Thanks to this tool, we designed different studies that provide new insights on contextual influences.

More precisely, my Eurosense presentation dealt with the distinction between perceptual and semantic influences on beers' evaluation in our immersive bar. Results showed that liking of beers are more linked to semantic kinds of influences whereas appropriateness between the beers and the bar are more linked to perceptual kinds of influences. These findings contribute to better understanding consumers' product experiences. Thanks to my presentation, I was able to discuss my findings with key researchers in the field.

Furthermore, I was awarded an E3S student award for this presentation. I am very grateful to the members of the E3S committee for awarding me as this offered me the chance to be recognized as a young researcher by the European sensory community. This E3S student award will be of great help in reaching my personal career objectives.



Last but not least, Eurosense gave the opportunity to meet new people. The congress offered a lot of periods for interaction with experienced sensory researchers, industrials and others students. Near a poster or in the coffee corner, it was possible to talk with passionate people and share our vision on the sensory evaluation domain.

Definitely, I would recommend to any member in the sensory evaluation field to attend this conference: it is such a great opportunity to be a delegate there!

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