



# A Sense of Change

Monday 25<sup>th</sup> June 2012 at Campden BRI, Chipping Campden

Organised by the IFST's Professional Food Sensory Group (PFSG)



"As the world of Consumer Sensory Science continues to expand, the approaches we use in our field are developing fast. During this one day conference, PFSG aim to give you a taster of some recently developed techniques and some issues that may change the way you measure subject response. In the afternoon the two workshops will give you hands on approach to evaluate some of them".

## Programme\*

- 09:00-09:30 Registration and coffee
- 09:30-09:45 Welcome, Introductions & Update
- 09:45-10:45 **Keynote speaker: Dr David Mela, PhD** Nutrition and food acceptance: is it better to be wanted or liked? *Unilever R&D Vlaardingen, The Netherlands*
- 10:45-11:45 **May Ng** Measuring emotional response in commercial products *University of Nottingham sponsored by GlaxoSmithKline and Giract – Winner of the PFSG travel award 2011*
- 11:15-11:45 **Lauren Rogers<sup>1</sup> & Melissa Spears<sup>2</sup>** Sensory claim substantiation in the UK: introduction and retailer's perspective for non-foods. <sup>1</sup>*Sensory Science Consultant,* <sup>2</sup>*Non-Food Quality Manager, Tesco Stores UK*
- 11:45-13.30 **Posters, Networking and Lunch, plus workshop introduction**
- 13:30-14:30 & (14:40-15:40) **Workshop 1: Experimental auctions: a tool to investigate willingness-to-pay** *Dr Carolina Chaya, Technical University of Madrid & Dr Joanne Hort, University of Nottingham*
- 14:40-15:40 & (13.30-14.0) **Workshop 2: Getting closer to the real world of the consumer: how new technologies and developments can help.** *Peter Burgess, Campden BRI*
- 15:40-16:00 Coffee Break
- 16:00-16:45 **Keynote Speaker: Dr Pascal Schlich** Temporal Dominance of Sensations (TDS) *INRA, France*
- 16:45-17:00 Question and Answer Session, Wrap up

**CALL FOR POSTER ABSTRACTS: New for 2012!** Abstracts should be no longer than 300 words on the topic of "Recently developed techniques and issues in sensory and consumer science". Please email abstracts to [info@carolraithatha.co.uk](mailto:info@carolraithatha.co.uk) by 16<sup>th</sup> March 2012

**Conference fees:** Registration includes refreshments and lunch: £180 non-IFST/SCI/E3S; £130 retired; £150 IFST/SCI/E3S members; £65 full time student (all prices exclusive of VAT, payment to Campden Technology LTD)

**Early bird discount:** IFST/SCI/E3S members and non-members (excl. students/retired) save £15 if you register and pay by credit card before 1<sup>st</sup> April 2012

**IFST membership:** IFST is offering a membership deal to non-members attending this conference

**How to register:** To register, please visit [www.campden.co.uk/training/sense-change.htm](http://www.campden.co.uk/training/sense-change.htm) or contact: Training on +44(0)1386 842104 or e-mail: [training@campden.co.uk](mailto:training@campden.co.uk)

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