



Offered by: The Institute for Perception

Location: The Radisson BLU EU, Brussels, Belgium

Target audience: Intermediate

Further information: <http://ifpress.com/short-courses/>

Register for both courses for only €1650 – a savings of €50

For questions or more information, please contact Sue Longest at mail@ifpress.com or +1 804-675-2980

A Powerful Framework for Sensory Product Testing

From: May 21, 2012 to May 22, 2012

In this 2-day course, you will achieve a deeper understanding of traditional discrimination and rating methods by learning a common framework in which to interpret results across methodologies. In particular, you will learn how to select the most suitable and powerful discrimination methodology based on project objectives, how to develop standards to detect when sensory differences and ratings exceed a consumer-relevant acceptability threshold, how to assess and manage risks in product testing decisions, and effectively use the “no preference/difference” option. Invited speaker, Frank Rossi, Associate Director of Applied Quantitative Sciences at Kraft Foods, will talk about issues in risk management in product testing.

Cost: €750; 50% discount applied to each additional registrant from the same company, Academic discount available

Drivers of Liking® and Product Portfolio Optimization

From: May 23, 2012 to May 25, 2012

Learn to “see” the market from your consumers’ perspective as you develop an understanding of similarity, Drivers of Liking,® and Landscape Segmentation Analysis.® In this 2.5-day course, you will actively: Construct maps with products and consumer ideal points and identify products’ strengths and weaknesses using descriptive and analytical data; Understand the limitations of internal preference mapping based on 27 category appraisals conducted at a major consumer products company; Find consumer segments using individual ideals; Use mapping results to improve existing products and conduct computer-aided design of new products.

Cost: €950; 50% discount applied to each additional registrant from the same company, Academic discount available