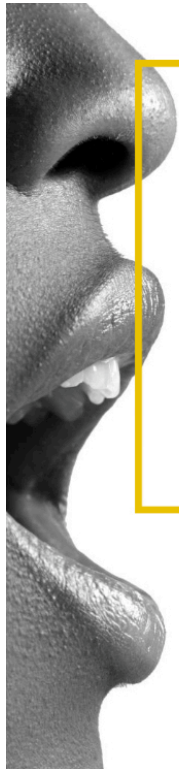




SMARTER
FASTER
STRONGER
SENSORY
& CONSUMER
SCIENCE
FOR TRUE BUSINESS
RELEVANCE

NOV
6TH
2018



**Smarter, Faster,
Stronger:
Sensory &
Consumer Science,
for true business
relevance**

The Expert Group Sensory Research of the MOA, the Dutch Expertise Center for Marketing Insights, Research & Analytics, presents a smashing symposium on the value of sensory for business.

At the Danone Nutricia Research Center key contributors are presenting their latest methods, experiences and insights from sensory & consumer science. Amongst them: Unilever, Danone, IFF, Haystack, Essensor/OP&P and Wageningen University Research (WUR). Chaired by Prof. Dr. Hans van Trijp.

With the ultimate goal: Finding the best match between the latest scientific insights on sensory, consumer and business demands.

Vrije tekst



Program

On November 6th we present a great line-up with interesting keynotes, sessions and discussions:

9.00 Doors open

9.30 Welcome by Chairman Prof. Dr. Hans van Trijp

9.45 Keynote: Consumer centricity innovation: a trend or a norm? by Victoire Dairou | Danone

10.30 Keynote: Methods' merits by Garnt Dijksterhuis | WUR

11.00 Coffee break

11.25 Parallel Session:

- Measuring meaningful differences by Daniëlle van Hout & Chantalle Groeneschild | Unilever
- Agile consumer insights in practice by Ludovic Depoortere | Haystack
- A session by Stan Knoops | IFF

12.00 Morning closure by Prof. Dr. Hans van Trijp

12.15 Lunch break

13.15 Meet the MOA Sensory Research Expert group by Loes van Tiel

13.25 Keynote: It isn't just what you do, it is how you do it by Hannelize van Zyl | Heineken

14.25 Presentation and discussion by teachers and students from several Universities and Colleges

15.35 Coffee break

15.55: Parallel Session:

- Better, smarter, faster: Two novel implicit consumer measures validated by Dr. Harold (JHF) Bult | Applegg
- A session by Julie Palczak | Danone
- A session by Sarah Lindeman | Friesland Campina

16.30 Keynote by Wim Vaessen | Essensor/OP&P

17.15 Day closure by Prof. Dr. Hans van Trijp

17.30 Drinks, bites and guided tour Danone Nutricia Research Center

Chairman:

Prof. Dr. Hans van Trijp -

**Professor of Marketing
and Consumer
Behaviour at
Wageningen University**

