

# 15<sup>th</sup> Sensometrics Meeting

Sensometrics 2020 April 21–24th, Stavanger, Norway



**Stavanger**  
region

**WELCOME TO NORWAY  
AND THE STAVANGER REGION**

15th Sensometric Meeting  
21-24 April 2020

**featuring the latest mathematical  
and statistical methods for  
understanding sensory perception**

  
Sensometric Society  
[www.sensometric.org](http://www.sensometric.org)

Photo: a view above Pulpit Rock,  
photo provided by Region Stavanger

The Sensometric Society and the local organizing committee cordially invite you to the 15<sup>th</sup> Sensometrics meeting, Sensometrics 2020 to be held April 21-24th 2020 in Stavanger, Norway.

The Sensometric Society Conference brings together world's leading statisticians, psychologists, sensory scientists and market researchers with a common interest in solving problems of measurement and data analysis in the areas of sensory and consumer science. We hope that you will join us. It will be a good opportunity to initiate new collaborations and new networks, as well as to contribute to the development of the discipline.

You will be most welcome to Stavanger, the energy capital of Norway, located in the south-west of Norway. We recommend a visit to the nearby region - grand nature with steep mountains and deep fjords, with Pulpit Rock as the most famous attraction. From outer reefs to sheltered villages. From steep vantage points to green valleys. Short distances to mountains and fjords. Wide-stretched beaches as far as the eye can see. Colourful culture and spectacular culinary highlights. Stavanger is the region's largest city with a population of around 130 000. Communications from abroad are good, with direct flights from several European cities.

### ***Scope and topics***

The main aims of the Sensometrics conferences are:

- to increase the awareness of the special methodologies and statistical methods used in the analysis of sensory and consumer science data,
- to improve the communication and co-operation between persons interested in the scientific principles, methods and applications of sensometrics,
- to serve as an interdisciplinary meeting to disseminate scientific knowledge on the field of sensometrics.

### ***Keynote speakers***

Harald Martens:

Quantitative Intuition: Combining prior knowledge and big data

Marieke Timmermann:

Segmentation with complex data: Arriving at an insightful representation

Michael Meyners:

Controversy regarding relevance and rigor of Sensometrics for industrial applications

### ***Call for papers***

The 15<sup>th</sup> Sensometrics meeting invites oral and poster contributions from all areas of sensometrics. Please submit an abstract for either an oral or poster presentation on the conference website at <http://sensometrics2020.com/abstracts>

***Deadline for abstract submission is October 31st, 2019.*** All accepted contributions are invited to submit a full paper for inclusion in Food Quality and Preference.

### ***Registration***

Early-bird registration is available from August 2019 until January 28, 2020. For fees, further details and latest news, please also visit the website: <http://sensometrics2020.com>

Looking forward to welcoming you to Stavanger, Norway for the 15<sup>th</sup> Sensometrics meeting!

Hilde Kraggerud (conference chair) and Paula Varela Tomasco (chair, scientific committee)

