



sensoryspectrum

COURSE SCHEDULE
2016



Descriptive Panel Leadership

Explore and practice tips & tricks to improve skills in all aspects of leading and managing a descriptive analysis panel

Course Description

March 29—April 1, 2016

A participatory workshop designed to strengthen the skills of currently practicing sensory evaluation panel leaders by reviewing and expanding the conceptual and practical background necessary to successfully develop, select, cultivate, monitor, and motivate an existing or expanding descriptive analysis panel.

All participants will have an opportunity to lead a panel module and will receive personalized feedback and coaching. The opportunity to exchange individual participant problems/solutions is integrated into the workshop format.

Due to the personalized attention during this course, attendance is limited to the first twelve registrations.

Who Should Attend

This workshop is intended for practicing sensory professionals who are currently leading descriptive analysis panels (Spectrum, Flavor or Texture Profile, QDA, Odor Profile, Skin Feel, Fabric Feel, etc.) as an opportunity for continuing education. An open interchange will be encouraged and participants will learn styles and techniques to bring back to their panels.

About the Course

General Agenda:

- Introduction to Descriptive Analysis
- Identifying the Need for Trained Panels
- Components of Descriptive Analysis
- Selection of Panelists
- Panel Motivation and Monitoring
- Designing Your Module with Assigned Technician and Instructor Coaching
- Need for Controlled Procedures
- Terminology and Scaling Discussion
- Data Analysis and Interpretation Discussion

3.5 Day Course*

Course Fee: \$2,725

Course Directors: Joanne Seltsam, Ivy Koelliker

Location: New Jersey

*Course ends with light lunch at noon on final day

Flavor Spectrum Descriptive Analysis

Strengthen abilities to detect & describe flavors/aromas across product categories

Course Description

May 17—20, 2016

This course is a “how to taste” course and will provide in depth coverage on the components of descriptive flavor analysis to include the characteristics (qualitative), the intensity (quantitative), the timing (temporal), and the overall impressions. Attention will be given to the physiology of taste and olfaction and to application of descriptive analysis to the evaluation of specific products. Upon completion of this course, participants gain an understanding of the physiology and the process of how to develop a lexicon for a specific product category. Participants will have opportunities to practice tasting several types of products and thus understand how, with a common lexicon, individuals can communicate clearly and similarly about flavors. Flexibility of the Spectrum Descriptive Analysis Method for different project objectives will be addressed, including modified descriptive, screening, and qualitative descriptive analysis.

Who Should Attend

This workshop is intended for individuals who are involved in the development of food products and evaluation and who work in sensory evaluation, product development, or quality control. Experience in descriptive analysis is not required. The course provides a basic element of training and the process of tasting.

About the Course

General Agenda:

- Introduction
- Physiology of Aroma and Flavor
- Components of Flavor Spectrum Descriptive Analysis
- Application of Descriptive Principles and Terminology for Specific Products
- Understanding the Descriptive Process
- Testing Controls
- Applications of Flavor Description
- Hands on Flavor Terminology Workshops: product categories dependent on participants' focus

3.5 Day Course*

Course Fee: \$2,800

Course Directors: Joanne Seltsam, Amy Trail

Location: New Jersey

*Course ends with light lunch at noon on final day

Preference Mapping and Consumer Segmentation

Upgrade statistical analysis & interpretation skills: learn to develop perceptual maps and understand key drivers of consumer acceptance & benefit perception

Course Description

June 6—8, 2016

Ever wonder what product sensory features drive consumer acceptance and perception of benefits within your product category? OR if all of your consumers could be satisfied by one single product OR if consumer groups exist with different needs and wants? OR how much your product can vary from its ideal profile without affecting your consumers' perception? Ever wish you had the statistical tools and know-how to answer those questions? *Then this is the course for you.*

This “HOW TO” workshop shows how to develop perceptual maps, identify consumer segments and identify the ideal product profile for each segment. Statistical & visual techniques used to analyze, interpret and present sensory preference maps are discussed. Real-life examples of sensory projects aid in understanding the analyses.

Presented is a step by step approach to preference mapping & consumer segmentation with realistic examples and hands-on workshops. During this course, we will go through

- Objective setting, overview of the process and test design and execution considerations
- Developing Perceptual Maps from Descriptive Analysis Data
- Consumer Segmentation (Does everyone want the same thing?)
- Uncovering the Sweet Spot / Target and Opportunity
 - Correlations, External Preference Mapping, Internal Preference Mapping, Partial Least Square Regression
 - Reverse Engineering the Sensory Profile of the Target Products

For each section, the objectives, concepts and benefits of the statistical techniques presented (Factor analysis, Cluster analysis, correlations and regression methods) are followed by discussion/practice using statistical software. Output examples are reviewed along with strategies for presenting, interpreting results and extracting tactical insights.

Who Should Attend

This workshop is intended for professionals in sensory evaluation, product evaluation and market/marketing research involved in the design of product evaluation studies and analysis and interpretation of those data through statistical procedures. Participants gain knowledge and understanding of techniques to analyze consumer segmentation and develop maps of acceptability for each segment.

2.5 Day Course*

Course Fee: \$2,125

Course Directors: Annlyse Retiveau Krogmann & B. Thomas Carr

Location: New Jersey

*Course ends with light lunch at noon on final day

Descriptive Analysis of Personal Care Products

Learning immersion for objective terminology & techniques to assess personal care products and ingredients

Course Description

September 14—16, 2016

This course teaches the language for communicating and evaluating attributes of personal care products for all stages of development, maintenance and marketing. Through a series of focused sessions, receive exposure to the terminology and techniques for descriptive analysis of many personal care product categories. Participants are introduced to the detailed qualitative characteristics (descriptors) and quantitative aspects (intensity scales) of product evaluation across common classes of products. Attention is given to established testing procedures and to a framework for establishment of new procedures.

Who Should Attend

Cosmetic chemists, suppliers, sensory analysts, marketing, and QA & QC personnel who are currently involved in the measurement of the sensory properties derived from lotions, soaps, antiperspirants, cosmetics, hair care and other personal care products or who can improve their internal and/or client communication through better understanding of personal care products' objective properties.

About the Course

General Agenda:

- Introduction
- Physiology – The Body's Tools
- Components of Personal Care – Spectrum Descriptive Words vs. Consumer Words
- The Personal Care Descriptive Evaluation Process
- Focus Area – Lotions and Creams
- Focus Area – Soap/Body Wash
- Focus Area – Product Category dependent on participants' focus
- Focus Area – Product Category dependent on participants' focus
- Using Descriptive Information and Understanding to Decode Consumer Research

3 Day Course

Course Fee: \$2,250

Course Director: Lee Christie Stapleton

Location: North Carolina

Sensory Evaluation

Extensive, interactive review of sensory methods for execution and analysis of acceptance/preference, descriptive, and discrimination tests

Course Description

September 26—29, 2016

The enjoyment of food, as well as the acceptance of flavors and fragrances in pharmaceutical and other consumer products, is closely related to the senses, especially taste, aroma and texture. Sensory Evaluation is a dynamic field concentrating on the utilization of humans for the measurement of sensory perceptions and their effect on food and taste acceptance.

This course is designed to assist you as you select, conduct, analyze and interpret sensory evaluation methods. You will learn about sensory physiology, method selection, discriminative and descriptive testing, preference and acceptance testing and statistical analysis of data. An important feature of the course is the laboratory/demonstration sessions in which you will participate.

Who Should Attend

This course is for those who need to design and conduct sensory evaluation tests within the consumer products industry. The course presents a general overview of sensory methods with consideration given to method specifics including data analysis and interpretation. Those who have benefited from this course include: Food Technologists, Technical and Managerial Personnel, Cosmetics Chemists, Sensory Scientists and Laboratory Technicians who are responsible for sample prep and presentation.

Upon completion of this course, you will be able to:

- Apply basic physiological & psychological principles underpinning sensory test methods
- Identify methods needed to measure sensory product differences and similarities
- Comprehend the statistical principles and techniques for data analysis
- Define sensory evaluation techniques and their application for conducting sensory research in corporate and academic settings
- Specify the steps necessary in conducting a sensory test, from clarifying the objectives to interpreting results

4 Day Course

Course Fee & Location Information -- The Center for Professional Advancement:

Please visit <http://www.cfpa.com/CourseDescription/CourseDescription/0/434> or call (732) 613-4500 to register, view pricing and submit payments. Sensory Spectrum registration discounts do not apply. Sponsored, organized and held by the Center for Professional Advancement at the **The Heldrich, New Brunswick, New Jersey**

Course Directors: Gail Vance Civile, B. Thomas Carr, and Nicole Butkiewicz

Text Book: Sensory Test Methods and Sensory Evaluation Techniques

Sensory Quality Programs

Examine the most used methods for sensory focused quality control and assurance panels and discuss the complex challenges of developing, instituting and maintaining effective sensory quality programs

Course Description

October 4—6, 2016

Explore current methods for evaluation of Sensory Quality throughout the production and distribution environment. This course guides participants through the complex challenges of developing, instituting, and maintaining one or more Sensory Quality Programs at the plant level. Participants will learn how to identify key elements of a high quality program, be exposed to a variety of sensory tools, and learn how to influence key stakeholders.

Advantages, limitations, recommended applications, and steps for developing programs for methods including Attribute Descriptive, Difference from Control, and In/Out will be discussed with a focus on practical use while maintaining scientific integrity. Real-world examples are provided for quality assessment of incoming raw materials, in-process production, finished products, and post-distribution. Participants are encouraged to bring their individual challenges and situations for a roundtable discussion with the instructors and the group.

Who Should Attend

This course is intended for QC/QA and sensory professionals responsible for implementing in-plant sensory programs, as well as for plant management and technical personnel (sensory coordinators and quality professionals) who are responsible for the routine operation of the established program and use of generated data in decision making. Technical sensory and quality professionals will benefit from the in-depth discussion of the role of Sensory QC/QA within the larger context of Quality.

About the Course

General Agenda:

- The importance of having a good sensory quality program
- Role of sensory quality within a company's quality program
- Reviewing Sensory quality program methods
- Mechanics of a working sensory quality panel: training, use, and maintenance
- Understanding and measuring production variability
- Connecting sensory quality specifications with technical production specifications and statistical process control
- Uses of sensory quality data in decision making

3 Day Course

Course Fee: \$2,650

Course Directors: Bob Baron and Lee Christie Stapleton

Location: North Carolina

Qualitative Consumer Research through the Sensory Lens

Explore and practice traditional and novel consumer qualitative research methods with attention to probing for consumer sensory language and insights

Course Description

November 8—10, 2016

Qualitative research is about exploring issues and answering questions to understand the needs, motivations & desires of consumers. For the sensory focused researcher, it is also about understanding how consumers specifically relate to the properties and features of products. This three day course provides the consumer research professional with skills to uncover sensory-focused consumer insights that lead to actionable results by immersive experience in designing, executing, and interpreting one or more types of qualitative research for individual and groups of consumers. Each participant will develop a discussion guide and have the opportunity to conduct a session with consumers in a focus group setting, receiving personalized feedback and coaching. This hands on experience is valuable for growing personal abilities, for learning the unique perspective of sensory focused qual, and for successful selection of a sensory focused moderator. Included is a roundtable discussion on ways to communicate results and insights in meaningful ways to different audiences.

For this course, attendance is limited to the first twelve registrations. This course will require some evening assignments.

Who Should Attend

Consumer Research professionals beginning to explore qualitative research as an approach to gathering sensory insights and deeply understanding consumers of their goods and those seeking to better understand the unique needs of sensory focused research. Prior knowledge and experience in conducting quantitative studies is not required.

About the Course General Agenda:

- Qualitative Research: Types, Applications, Myths, and Benefits
- Conducting Qualitative: Roles, Design, Management, and Execution
- Skills Development: Understanding your Style and that of others
- Your Focus Group: Design, Moderate, Debrief, Report
- Applying classic Qualitative tools in Novel Ways
- Telling the Story of Your Research

3 Day Course

Course Fee: \$2,725

Course Directors: Lee Stapleton, Amy Trail, and Special Guest Lecturer

Location: North Carolina



2016 Course Calendar

March 29—April 1, 2016

Descriptive Panel Leadership

\$2,725

(3.5 day course) ~ New Jersey

Tap the wisdom of experienced trainers: Explore and practice tips & tricks to improve your skills in all aspects of leading and managing a descriptive analysis panel. Course ends with light lunch at noon on final day.

Joanne Seltsam, Ivy Koelliker

May 17—20, 2016

Flavor Spectrum Descriptive Analysis

\$2,800

(3.5 day course) ~ New Jersey

Strengthen abilities to detect & describe flavors/aromas across product categories as you learn how the flexibility of the Spectrum Descriptive Analysis Method adapts to serve product development, product management, and consumer research needs. Course ends with light lunch at noon on the final day.

Joanne Seltsam, Amy Trail

June 6—8, 2016

Preference Mapping & Consumer Segmentation

\$2,125

(2.5 day course) ~ New Jersey

Upgrade sensory/consumer statistical analysis & interpretation skills by learning to develop perceptual maps, identify consumer segments, uncover drivers of consumer acceptance & perception of benefits, and generate ideal product profiles. Includes ideas for presenting this complex, powerful data to different audiences. Course ends with light lunch at noon on the final day.

Annlyse Retiveau Krogmann & B. Thomas Carr

September 14—16, 2016

Descriptive Analysis for Personal Care Products

\$2,250

(3 day course) ~ [North Carolina](#)

Immerse yourself in learning objective terminology and techniques to assess an array of personal care products and ingredients. Experience products and recognize commonalities across categories and as related to foods.

Lee Stapleton

September 26—29, 2016

Sensory Evaluation

Payment Processed by CfPA

(4 day course) ~ The Heldrich, New Brunswick, New Jersey

Jump into the world of Sensory Evaluation with this extensive, interactive review of sensory methods for execution and analysis of acceptance/preference, descriptive, and discrimination tests. Great for adding sensory skills to enhance a current job and new hires. To register, visit **The Center for Professional Advancement:**

<http://www.cfpa.com/CourseDescription/CourseDescription/0/434>

Gail Vance Civile, B. Thomas Carr, Nicole Butkiewicz

October 4—6, 2016

Sensory Quality Programs

\$2,650

(3 day course) ~ [North Carolina](#)

Examine the most used methods for evaluation of product and ingredient sensory quality throughout the production and distribution environment. With a mix of lecture, exercises, and group interaction, participants work through the complex challenges of developing, instituting and maintaining effective sensory quality programs.

Bob Baron and Lee Stapleton

November 8—10, 2016

Qualitative Consumer Research through the Sensory Lens

\$2,725

(3 day course) ~ [North Carolina](#)

Explore and practice how to design, execute, and interpret traditional and novel consumer qualitative research methods for individual consumers and groups, with attention to probing for consumer sensory language and insights. Hands on experience interviewing consumers allows participants to grow their abilities and to understand the traits needed when working with a moderator for sensory focused projects.

Lee Stapleton, Amy Trail and Special Guest Lecturer

To register, please visit www.sensoryspectrum.com or call (908) 376-7000