



The Professional Food Sensory Group (PFSG)

Invite you to

Measure for Measure **- Processing information and making measurements in Sensory and Consumer Science -**

Monday 27th April 2009; The Fairlawns Hotel and Conference Centre,
Aldridge, West Midlands WS9 0NU www.fairlawns.co.uk

- Registration and coffee: 9.15 – 9.45am
- Introduction from PFSG Chairperson: 9.45 – 10.00am
- Oral presentations 1:
 - 10.00 – 11.00 **Keynote Speaker: Mike OMahony (UC Davis California, USA)**
For Sensory Testing; Don't Ignore the Brain
To design any testing method, it is important to know what the human brain can do without bias and this requires understanding how the brain inputs and processes information during the testing procedure. For input, the distortions of sensory information by the brain will be discussed, with demonstrations. For output, the decision processes that a brain uses during testing will be discussed. These affect how testing methods are best designed.
 - 11.00 – 11.30 **Graham Cleaver (Unilever R&D, Vlaardingen, NL)**
Rank Rating Vs. Sequential Monadic Rating
 - 11.30 – 12.00 **Margaret Everitt (Consultant in Consumer Research & Sensory Product Guidance, UK)**
Using Quality Scales
- Lunch: 12.00 – 1.00pm
- Oral presentations 2:
 - 1.00 – 1.30 **Pieter Punter (OP & P, Utrecht, NL)**
The Ideal Profile Method: combining classical profiling with JAR scales
 - 1.30 – 2.00 **Fanny Le Reverend (Kraft Foods)**
A comparison of TI (Time Intensity) and TDS (Temporal Dominance of Sensation)
- 'Ask the Expert' - Open Discussion Forum: 2.00 – 3.00pm
Prof Mike OMahony will lead our panel of speakers as they field questions from the delegates on any aspect of scaling. Questions will be welcomed in advance or on the day)
- Summary and close: 3.00 - 3.15pm
- Refreshments: 3.15 – 3.45pm

Registration includes refreshments and lunch

If you require further information please contact Dr Tracey Hollowood: Tel. 01332 814124; tracey@sensorydimensions.com

Organised by the IFST Midland Branch on behalf of the Midland Food Science & Technology Educational Trust



Professional Food Sensory Group

One Day Conference – Monday 27th April 2009

Measure for Measure

- Processing information and making measurements in Sensory and Consumer Science

BLOCK CAPITALS PLEASE

Title: (Prof/Dr/Mr/Mrs/Ms/Miss)

Last Name:

First Name:

Name of Company/Organisation:

.....

Address:

.....

City:

Country:

Post Code/Zip:

Contact Tel:

Contact Fax:

Email:

Open Forum Session

Please include below any questions you would like to pose to our panel of experts:

Questions

Data Protection:

The personal information included on this form will be used by the IFST only and will not be disclosed to any third parties. Please tick if you do not wish to be sent details of any future similar meetings or PFSG/IFST services

How to Register:

Please complete and return this form by fax or post (or a photocopy of it) – one copy for each person – with your remittance to:

Tracey Hollowood
Sensory Dimensions
F1 and F2 Cowlares
Bulwell
Nottingham
NG5 9RA

Tel: 07977229797

Fax: 0115 975 8720

Email: tracey@sensorydimensions.com

Payment:

Please ensure all remittance are payable to “Midland Food Science & Technology Educational Trust”. Payment can be made by cheque in sterling or by International money order. Payment cannot be made by credit card, please contact conference organisers in case of difficulty.

Fees:

Non-members	£120	<input type="checkbox"/>
IFST members	£99	<input type="checkbox"/>
Non-member students	£30	<input type="checkbox"/>
IFST students	£30	<input type="checkbox"/>
Retired members	£30	<input type="checkbox"/>
Post-Docs	£50	<input type="checkbox"/>

Cancellations:

Cancellations received in writing one to three weeks prior to the meeting will be subject to a 20% administration charge. We regret that refunds cannot be made for cancellations after this period, although substitutions may be made. However, if a non-member substitutes for a member the difference must be paid.

We reserve the right at any time and without prior notice to change the venue of the conference and/or speaker(s)/Chairman and/or program from that described. We also reserve the right in our absolute discretion and without further liability to cancel the program in which event all monies will be refunded. We accept no responsibility for the views expressed by the speakers, Chairman or any other person at the conference.