



# SENSOMETRICS 2008 • PROGRAM

*Discover a New World of Data*

July 20 - 23, 2008 Brock University, St. Catharines, Ontario, Canada

## Sunday July 20, 2008,

REGISTRATION AT BROCK UNIVERSITY	13:00 - 17:00
WELCOME RECEPTION AND BARBEQUE AT BROCK UNIVERSITY	17:00 - 20:00

## Monday July 21, 2008

REGISTRATION AT BROCK UNIVERSITY	8:00 - 9:00
CONFERENCE OPENING Chris Findlay and Isabelle Lesschaeve Welcome to Brock University Dr. Gregory Finn Vice Provost - Brock University	8:45 - 9:00
PLENARY SESSION ONE New ways to describe, compare, evaluate, and analyze products and assessors Hervé Adbi, The University of Texas at Dallas	9:00 - 10:00
NUTRITION BREAK	10:00 - 10:30
TECHNICAL SESSION A: New Methods	10:30 - 12:00
LUNCH - POSTERS - EXHIBITS	12:00 - 13:00
TECHNICAL SESSION B: Descriptive Analysis Data	13:00 - 15:30
NUTRITION BREAK	15:30 - 16:00
WORKSHOP A: Consumer Descriptive Analysis: Myth or Reality Pieter Punter and Sébastien Lê Within the sensory community, there is a strong belief that consumers can not give reliable and valid responses to sensory product characteristics. Nevertheless, market researchers have no objection to let consumers answer sensory questions. For market researchers, it is common practice to let consumers respond to product characteristics (by using the JAR methodology) and to ask hedonic questions. Although Husson et al. presented evidence that sensory profiles from consumers show consensus and reproducibility, consumer profiling still is not generally accepted. This session will present different datasets which show that profiling results from experts and consumers do not differ and that consumers can give reliable and reproducible profiles.	16:00 - 18:00
BUSES TO CHÂTEAU DES CHARMES WINERY TOUR AND DINNER	19:00



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## Tuesday, July 22, 2008

SENSOMETRICS SOCIETY ANNUAL MEETING	8:00 - 9:00
PLENARY SESSION TWO Estimating Individual Preferences with Flexible Discrete Choice Models Juan de Dios Ortúzar, Pontificia Universidad Católica de Chile	9:00 - 10:00
NUTRITION BREAK	10:00 - 10:30
TECHNICAL SESSION C: Linking data sets - Correlations	10:30 - 12:00
LUNCH - POSTERS - EXHIBITS	12:00 - 13:00
TECHNICAL SESSION D: Qualitative Data	13:00 - 15:30
NUTRITION BREAK	15:30 - 16:00
WORKSHOP B: Panel Checking Per Lea and Sébastien Lê	16:00 - 18:00
SENSOMETRICS CONFERENCE DINNER	19:00

## Wednesday, July 23, 2008

MINI-SYMPOSIUM: Equivalency Daniel Ennis, The Institute for Perception	8:00 - 9:00
NUTRITION BREAK	10:00 - 10:30
TECHNICAL SESSION E: Potpourri	10:30 - 12:00
WORKSHOP C: Communicating Statistics to Non-Technical People	10:30 - 12:00
CONFERENCE CLOSING	12:00
BOX LUNCH	12:00