The Institute for Perception

SYMPOSIA & Master Class

2020 November Program

Presented at The Greenbrier in White Sulphur Springs, WV and live streamed via Zoom

November 3 - 6, TUESDAY - FRIDAY

SYMPOSIA

Current Topics in Sensory and Consumer Science

TUESDAY, NOV 3, 8:00 AM - 4:00 PM Eastern Standard Time (EST)

Symposium 1:

Temporal and In-the-Moment Effects in Sensory and Consumer Science

SPEAKERS: Stephen McIngvale, Charlene Thrower, Benoît Rousseau

Symposium 2:

Invention and Innovation

SPEAKERS: Anthony (Manny) Manuele, Dulce Paredes, Daniel Ennis

Symposium 3:

Consumer Perception Surveys of Advertising Messages

SPEAKERS: Chris Cole, David Mallen, Annie Ugurlayan, Daniel Ennis

Master Class

New Developments in Analytic Methods:

Machine Learning, Drivers of Liking®, and Portfolio Optimization

Taught by Dr. Daniel M. Ennis, Dr. Benoît Rousseau, and William Russ

WEDNESDAY & THURSDAY, NOV 4 & 5, 8:00 AM - 4:00 PM EST

FRIDAY, NOV 6, 8:00 AM - Noon EST

Symposia Agenda

8AM-4 PM (EST) on TUE, Nov. 3, with an hour and a half break for lunch

Current Topics in Sensory and Consumer Science

General Introduction | 8:00 AM - 8:15 AM (EST)

Symposium 1: Temporal and In-the-Moment Effects in Sensory and Consumer Science

8:15 AM - 10:15 AM (EST)

SPEAKERS: Stephen McIngvale, Charlene Thrower, Benoît Rousseau

- Beer foam: Product changes over time and its influence on hedonics
- Temporal and in-the-moment effects on consumer perception in the hair care category
- Effect of time delays on discrimination performance

Symposium 2: Invention and Innovation

10:30 AM - 12:30 PM (EST)

SPEAKERS: Anthony (Manny) Manuele, Dulce Paredes, Daniel Ennis

- Innovation in the beer industry
- Eyeing Innovation – Ideation, Inspiration, and Implementation
  - Case Study: The rise of botanicals
- Dual roles in invention and innovation - major historical success cases from 1765 to today

LUNCH BREAK | 12:30 PM - 2:00 PM (EST)

Symposium 3: Consumer Perception Surveys of Advertising Messages

2:00 PM - 4:00 PM (EST)

SPEAKERS: Chris Cole, David Mallen, Annie Ugurlayan, Daniel Ennis

- When consumer perception surveys are needed and not needed in litigation
- Current status of the design and analysis of consumer perception surveys
- Surveys the NAD has accepted and rejected and why
- New developments for better design, data collection, and analysis of consumer takeaway surveys

INTENDED AUDIENCE

Sensory and consumer scientists, product developers, market research managers, package/product testing specialists, and attorneys specializing in advertising law.

IFPrograms® & RStudio Software

IFPrograms and RStudio software will be used to perform analyses demonstrated in the class. You will need to install R, RStudio, and *IFPrograms* prior to the course. To introduce you to the capabilities of *IFPrograms*, you will receive a complimentary 3-month trial of the Professional version used for LSA and other sensory and consumer data-related analyses. For a detailed listing of *IFPrograms* features and licensing, please visit www.ifpress.com/software. *(Note: IFPrograms is not required to apply course principles.)*

FOR CONTINUED STUDY...

To enhance your continued studies, you'll receive a printed manual with all presented slides and a copy of our current books: *Tools and Applications of Sensory and Consumer Science, Readings in Advertising Claims Substantiation,* and *Thurstonian Models: Categorical Decision Making in the Presence of Noise.*

Master Class Agenda

8AM-4 PM on WED & THUR, Nov. 4 & 5, with a one hour break for lunch, and 8AM-noon on FRI, Nov. 6

New Developments in Analytic Methods: *Machine Learning, Drivers of Liking® and Portfolio Optimization*

Taught by Dr. Daniel M. Ennis, Dr. Benoît Rousseau, and William Russ

NOV 4 — WEDNESDAY

Morning Session

8 AM to Noon (EST)

- ▶ **Introduction**
  - What is meant by Machine Learning and Artificial Intelligence (AI)?
- ▶ ***Synergistic Analytics:*** **Connecting Advanced and Emerging Methods to Achieve New Insights**
- ▶ **Computer Vision and Inspection**
- ▶ **Overview of Machine Learning Methodologies**
- ▶ **Sensory and Marketing Insights -** ***Scenario 1: Pizza Project*** *- Menu Optimization*
  - **Introduction to Graph Theory** - Combinations and the concept of cliques
  - **Networks Using Graph Theory** - Computational advances in compact letter displays

Noon - 1:00 LUNCH BREAK

Afternoon Session

1 PM to 4 PM (EST)

- ▶ **Sensory and Marketing Insights -** ***Scenario 2: Baked Good Project*** *- Drivers of Liking® Research*
  - Review of research steps for successful category appraisals
  - ***Synergistic Analytics:*** Combining Graph Theory and Linear Programming
    - Selection of optimal sample sets for category appraisal for Baked Good Project
- ▶ **Tools to Minimize Experimental Biases and Optimize Test Design**

NOV 5 — THURSDAY

Morning Session

8 AM to Noon (EST)

- ▶ **Sensory and Marketing Insights -** ***Scenario 2: Baked Good Project*** *- research continues...*
  - Baked good category Drivers of Liking® research
  - Unfolding using Landscape Segmentation Analysis® (LSA):
    - A processed-based Machine Learning tool
    - Uncover Drivers of Liking® space and consumer ideal points
    - Identify consumer-relevant sensory drivers
    - Generate product portfolios and their optimal sensory profiles

Noon - 1:00 LUNCH BREAK

Afternoon Session

1 PM to 4 PM (EST)

- ▶ ***Synergistic Analytics:*** **Combining Graph Theory, Linear Programming, and eTURF 2.0**
  - Application to ***Scenario 1: Pizza Project*** for menu optimization
  - Application to a fruit juice line
- ▶ ***Synergistic Analytics:*** **LSA and Conjoint Analysis**
  - Application to a sour cream project
- ▶ ***Synergistic Analytics:*** **Combining Decision Trees and LSA**
  - Application to ***Scenario 2: Baked Good Project*** with multiple variable characterization of uncovered consumer segments

NOV 6 — FRIDAY

Morning Session

8 AM to Noon (EST)

- ▶ **Introduction to R Programming**
- ▶ **Qualitative Research**
  - Eye tracking, text analysis, and chatbots
- ▶ **Reproducible Research (RR)**
  - What is reproducible research and why should I use it?
  - Introduction to RR, scripts, and version control
- ▶ **Version Control**
  - Team-based analysis and reporting
  - Tracking changes over time
  - RStudio and GitHub
- ▶ **Best Practices for Writing and Maintaining Scripts**
- ▶ **Visualizations and Report Automation**

REGISTRATION

NOV 3-6, 2020 *(Entire Program)* **$1,890***

Symposia only *(NOV 3)* **$495**

Master Class *(NOV 4 - 6)* **$1,495**

***Save $100** when you register to attend the entire program. Contact us for academic and multiple registration discounts.*

Fee includes:

- Food and beverage refreshments each day, and lunch on Tues., Wed., and Thurs.
- Printed manuals of slides and exercises
- A copy of our current books: *Tools and Applications of Sensory and Consumer Science, Thurstonian Models: Categorical Decision Making in the Presence of Noise,* and *Readings in Advertising Claims Substantiation,*
- A three-month free trial of ***IFPrograms®*** Professional version
- Three complimentary IFP webinar recordings from our library of 30 topics

Register online at www.ifpress.com/courses where payment can be made by credit card. A fee discount is available for students and multiple registrations. If you qualify for a discount or need information about payment by invoice, please contact **Susan Longest** at mail@ifpress.com or call 804-675-2980 before registering.

LOCATION and ZOOM PARTICIPATION: The course will be presented at The Greenbrier® in White Sulphur Springs, WV and it will also be live streamed via the Zoom video meeting platform. If you are experiencing travel restrictions and plan to attend virtually, all supporting materials will be mailed to you before the event. Please register as soon as possible to allow sufficient time to receive the course materials.

LODGING: Lodging is not included in the course fee and participants must make their own hotel reservations. A block of rooms is being held at The Greenbrier at a special rate of **$205** *(plus resort fees & taxes)*. To make a reservation, please call **1-877-661-0839** and mention you are attending the ***Institute for Perception*** course *(**note:** the special rate is not available through online reservations.)* To learn more about The Greenbrier, visit their website at www.greenbrier.com.

TRANSPORTATION: The Greenbrier Valley Airport (**LWB**) in Lewisburg is only a 15 min. shuttle ride from the hotel. Direct flights to LWB are available on United Airlines from Chicago O'Hare (**ORD**) and Washington Dulles (**IAD**). Other airports include Roanoke, VA (**ROA,** 1hr. 15 min.), Charleston, WV (**CRW,** 2 hrs.), and Charlottesville, VA (**CHO,** 2 hrs. 15 min.).

CANCELLATION POLICY: Registrants who have not cancelled two working days prior to the course will be charged the entire fee. Substitutions are allowed for any reason.

CFS Certified Food Scientist® This program qualifies for Certified Food Scientist (CFS) recertification contact hours (CH).

SPEAKERS

**For biographical information, please visit www.ifpress.com*

Dr. Daniel M. Ennis
The Institute for Perception
- President

Dr. Benoît Rousseau
The Institute for Perception
- Senior Vice President

William (Will) Russ
The Institute for Perception
- Computational Market Researcher and Lead Programmer

Christopher A. Cole
Crowell & Moring
- Partner, Co-chair of Advertising and Media Group

David G. Mallen
Loeb & Loeb
- Co-Chair, Advertising Disputes, and Retail and Consumer Brands

Anthony (Manny) Manuele
Molson Coors Beverage Company
- (retired) VP of Global Brewing, Quality, Innovation, & Technical Governance

Stephen McIngvale
Molson Coors Beverage Company
- Technical Consumer Insights and Sensory Specialist

Dr. Dulce Paredes
Takasago International Corp., USA
- Vice President, Global Consumer Insight and Market Research Flavor

Dr. Charlene Thrower
L'Oreal US
- Director, Consumer Evaluation

Annie M. Ugurlayan
National Advertising Division (NAD)®
- Assistant Director

Register online at www.ifpress.com/courses or call 804-675-2980.