



“Sensory and Consumer Insight: Research - Data - Insights”

2 Day Training Course

“Almost our entire understanding of the world is experienced through the senses”
Martin Lindstrom

Location: Food Innovation Research Centre, Singapore Polytechnic, 500 Dover Road, T11B301, Singapore, 139651

Cost: S \$1195

Date: November 10 & 11, 2011 9am to 5pm

Contact: Antonella Scarabelli + 65 9101 8070; mail@insight2market.com

Why You Should Attend?

- Detailed overview of the theoretical concepts, practical methods and data analysis techniques available in the sensory and consumer insight world
- Application of sensory and consumer insights in real-life, industry case studies
- A toolbox with which to establish or enhance your sensory and consumer understanding program within your organisation

Our course is designed to be practical and to give participants a sensory and consumer insights toolbox which can be applied into a commercial working environment.

Who Should Attend?

Professionals who work in product development, market research, sensory and consumer research, innovation & consumer science, education and consulting

Key Facts About the Trainers

Dr Jane M Murray:

15 years' work experience in Sensory & Consumer research (Industrial, Academic & Government) 20+ Publications. PhD in Sensory & Consumer Research. 10 Years Asian work experience. Certified IBM/SPSS statistics trainer.

Antonella Scarabelli:

20 years' work experience in Dairy, Beverage & Flavours innovation. 10 years' work experience in China, Thailand and Singapore. UCD Sensory & Consumer Science Certificate.

For More Information and To Register Email:

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