

From Invention to Innovation November 7-10, 2023

The Roles of Sensory and Marketing Science, Machine Learning, and Advanced Analytics



FALL COURSES: Tuesday, November 7 to Friday, November 10, 2023

From Invention to Innovation

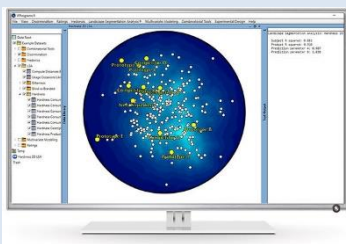
Technical Change (Course 1): Identifying Consumer-Perceived Benefits (Nov. 7-8)

Product Development (Course 2): Drivers of Liking® and Computer-Aided Design (Nov. 9-10)

All highly successful new product introductions, that stand the test of time, have certain features that drive their success. A central element is that they provide a new consumer-perceived benefit and, once that benefit has been identified, it is skillfully expressed in a new product. New product success is enhanced if the benefit is novel and enters a weakly competitive or non-competitive market. The distinction between invention and innovation is central to staffing for new product success and in recognizing the dual roles of the inventor and innovator. It is also important that the technical insight and marketing insight staffs recognize that the tools they use should contribute cooperatively to different aspects of a common goal.

Intended Audience

This course will be of interest to a broad audience of people in any organization where success depends on introducing new products or services that are superior to their competitors or their own current offerings. This audience includes senior managers who have overall responsibility for new product brands or even new ways of working in their organizations. The course should also appeal to those in technical and marketing insights who use a variety of tools to facilitate the process of creating successful new products with appropriate branding.

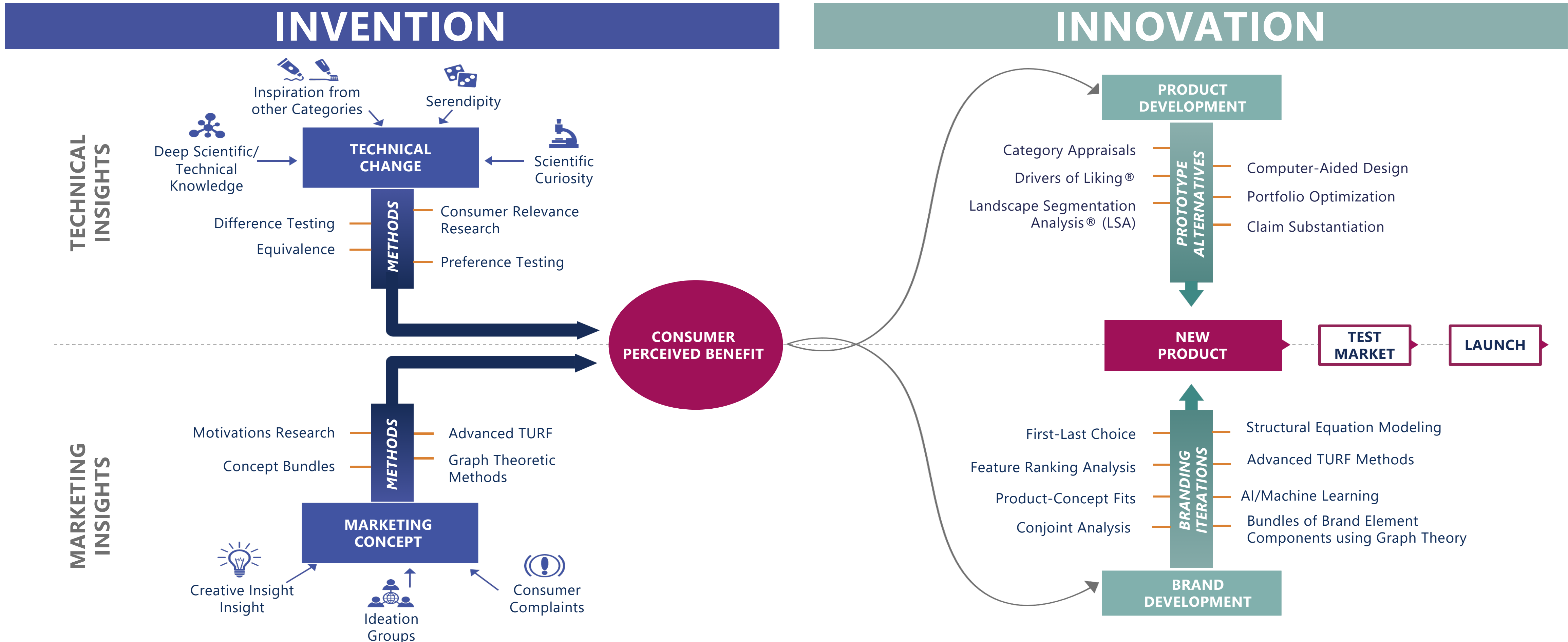


The course instruction includes software to perform analyses and exercises. Prior to the course, you will be sent information by email to install IFPrograms. To continue your education after the courses, you will also receive a complimentary 3-month trial of the Professional version used for LSA and 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.)

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Tuesday, November 7
8:00AM – 4:00PM (ET)

- The Invention-Innovation Paradigm
- Consumer-perceived benefits
- Innovation in the beer industry: Historical perspectives
- Olfactory innovations: The rise of the botanicals
- Testing if a technical change can be detected
- The science underlying discrimination testing
- Difference testing methods: Selecting the best option

Wednesday, November 8
8:00AM – 4:00PM (ET)

- Power and sample sizes for difference testing methods
- Linking internal panel and consumer sensitivities
- Consumer-relevant action standards: how to create them
- Same-different vs. paired preference for consumer relevance
- Risk profiles for testing power and panel sample sizes
- Equivalence testing
- Building a successful internal sensory program to identify consumer-perceived benefits

Thursday, November 9
8:00AM – 4:00PM (ET)

- Linking consumer response to sensory drivers
- The sensory space vs the Drivers of Liking® space
- How to plan a category appraisal
 - Product selection using graph theory
 - Method comparison to generate sample presentation orders
 - Multiple day effect, complete vs. incomplete block designs
- Factor analysis and its limitations
- Landscape Segmentation Analysis® (LSA)

Friday, November 10
8:00AM – 12:00PM (ET)

- Product development assessment tools
 - Creating the product and consumer ideal point space
 - Studying consumer segmentation
 - Sensory/analytical information to uncover the drivers of liking
 - Predicting future product performance based on computer-aided design
- LSA vs. Internal and External Preference Mapping
- Product portfolio optimization and optimal sensory profiles

REGISTRATION

In-person or live-stream attendance

Course 1 or Course 2..... \$700
 Both Courses..... \$1,300

A 10% discount will be applied to each additional registration when registered at the same time, from the same company.

We offer reduced fees (50%) for non-profit entities, academics, and government employees. Contact us to register with reduced fees.

Fee includes a course manual, and a copy of our latest books. For those attending in-person, also included are food/beverage break refreshments on Tuesday - Friday, buffet lunch Tuesday - Thursday, and a group dinner on Tuesday and Thursday.



Register online at www.ifpress.com/courses

Fee payment can be made online by credit card. If you qualify for a fee discount, or would like information about payment by invoice, please contact **Shannon Denton-Brown** before registering at mail@ifpress.com or call 804-675-2980.



LOCATION

The course will be held at The Greenbrier® in White Sulphur Springs, West Virginia. Nestled in the Allegheny Mountains, this gracious hotel is renowned for its hospitality and service.

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 **\$209** (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 from Charlotte (**CLT**). 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.

SPEAKERS

For biographical information, please visit www.ifpress.com



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



Dr. Benoît Rousseau
 Sr. Vice President,
 The Institute for Perception



William Russ
 Computational Market Researcher
 and Lead Programmer,
 The Institute for Perception



Anthony Manuele
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