



KUSCR
Kasetsart University
Sensory and Consumer Research Center

Sensory Applications in the Industrial Product Process

Kasetsart University Sensory and Consumer Research Center (KUSCR), Department of Product Development, Faculty of Agro-Industry is pleased to announce a two-day workshop that emphasizes on sensory applications in the industrial product process.

Dates and Time: 12-13 June, 2017. Sessions start from 9.00-16.30 hrs.

Location: Room 1409, 4th Floor, Department of Product Development
Faculty of Agro-Industry, Building 1
Kasetsart University, Bangkok. Thailand

Lecturers:



Edgar IV Chambers, Ph.D.

Professor
University Distinguished Professor
Director of Sensory Analysis Center,
Kansas State University, USA
Editor-in-chief of the Journal of Sensory Studies



Delores H. Chambers, Ph.D.

Professor
Co-Director of Sensory Analysis Center,
Kansas State University, USA



Kadri Koppel, Ph.D.

Assistant Professor
Sensory Analysis Center,
Kansas State University, USA

Schedule

June 12, 2017

09.00-09.15 Introductions and announcements
09.15-10.30 Product process/cycle: from idea to product maintenance.
What kind of sensory tests to use in different stages.
10.30-11.00 Coffee break
11.00-12.00 Market structure. How to understand your product category.
Mapping out your product category. Exercise on example product
12.00-13.00 Lunch
13.00-14.30 Generating ideas and developing concepts. What kind of studies to use throughout this stage? Focus groups, interviews, observation.
Case study.
14.30-15.00 Coffee break
15.00-16.30 Early prototypes: how do you test these? Benchtop testing and screening prototypes. Product example

June 13, 2017

09.00-10.30 Product Development: descriptive analysis and consumer research.
Exercise with products. How to associate descriptive analysis and consumer research?
10.30-11.00 Coffee break
11.00-12.00 The product has been launched: Shelf Life, Quality Control, and Product Maintenance.
12.00-13.00 Lunch
13.00-14.30 Short Case Studies: Green Tea; Bananas; Pet Food.
14.30-15.00 Coffee break
15.00-15.30 Determining Key Attributes: Interactive Case Study
15.30-16.00 Questions and Answers, wrap-up.

Organized by: Kasetsart University Sensory and Consumer Research Center (KUSCR), Thailand

Cost and registration information: Course Fee is 4,500THB including all course materials, luncheons, and coffee breaks.

Please transfer the course fee to the saving account:

TMB Bank Public Company Limited, Kasetsart University branch
Swift code for wire transfer: TMBKTHBK
Account name: Suntaree Suwonsichon and Withida Chantrapornchai
Account number: 069-2-57058-3

For more information: Please contact us at kuscr@hotmail.com,
Tel +66-89-441-8352 or visit our Facebook: KUSCR

REGISTRATION FORM

Sensory Applications in the Industrial Product Process

12-13 June, 2017

Department of Product Development, Faculty of Agro-Industry
Kasetsart University, Bangkok, Thailand

Name

Title/Position.....

Company or Institute

Address.....

Tel: Fax:

E-mail:

The name and address you would like to appear on the receipt:.....

.....
.....
.....
.....
.....

Please fill in the registration form and fax/e-mail the form and proof of payment to the following address no later than June 5, 2017 to reserve your place:

*Seats are limited to 50 participants.

Miss Sarisuk Sittiketgorn
Kasetsart University Sensory and Consumer Research Center
Tel :+66-2-562-5004 ext. 5254, +66-89-441-8352
Fax :+66-2-562-5005
E-mail : kuscr@hotmail.com
Facebook: KUSCR

Map of Faculty of Agro-Industry, Building 1

