

# Courses Consultants and Organizations SSP Conference 2008



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*IRIS: International  
Resources for Insights and  
Solutions, LLC*



# *Avoiding a laundry list*

## **Consultant or Organization**

- Tragon
- IRIS
- Institute of Perception
- Sensory Spectrum
- Barbara Rainey Consulting
- Center for Professional Adv.
- Others

## **Courses – Name**

- Using Sensory Evaluation Principles and Practices to Achieve a Market Advantage
- Advanced Descriptive Analysis
- Hands on Preference Mapping and Consumer/Sensory Statistics Course
- Psychophysical Principles and Sensory Evaluation
- Others



*I- Our "WORLD"*  
*Sensory and Consumer Science*



# *Organization of material*

## *I. Sensory/Consumer Science*

- By topic/subject
- Level



## *II. “Beyond” our Sensory World*



# *Organization of material*

## *II. Beyond Sensory/Consumer Science*

- Mainly in consumer methods, new research approaches, and innovation
- Key organizations/societies



# *III. Conferences and Meetings*





## *Disclaimers / Scope*

- No ranking or selection of “best” in class
- May not be all inclusive
- North America (USA and Canada)





*I- Our "WORLD"*  
*Sensory and Consumer Science*



# *Classification/Categories*

**Consumer  
Methodology**

**Descriptive  
Analysis**

**QC/Sensory**

**General Sensory  
and Consumer  
Methodology**

**Industry  
Specific  
Methodology**

**Psychophysics**

**Statistics  
and Software**

**Other**

# *General Sensory and Consumer Methodology – Basic*

Introduction to Sensory  
Evaluation

Barbara Rainey  
Consulting

Sensory Evaluation

S. Spectrum/  
Center for Prof.  
Advancement

Using Sensory Ev. Principles  
& Practices to Achieve a  
Market Advantage

Tragon



# *General Sensory and Consumer Methodology – Basic*

Discrimination  
Testing

Scaling



S. Spectrum



# *General Sensory and Consumer Methodology – Inter./Advanced*

Advanced Sensory  
and Consumer  
Measurement

Hal MacFie  
Consulting

Tools and  
Applications

The Institute for  
Perception



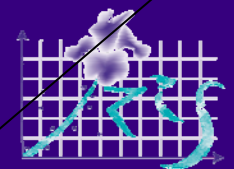
# *Classification/Categories*

**Consumer  
Methodology**

**Descriptive  
Analysis**

**QC/Sensory**

**General Sensory and  
Consumer  
Methodology**



# *Consumer Methodology - Basic*

Consumer Testing

Quantitative Consumer  
Research

Understanding  
Qualitative Research

S. Spectrum





# *Consumer Methods– Interm./Advanced*

Targeting The Consumer

Hal MacFie Consulting

Advanced Consumer Science  
for Product Innovation

Hal MacFie Consulting

Seeing the Market through the  
Eyes of the Consumer

The Institute for  
Perception



# *Consumer Methods– Interm./Advanced*

Uncovering Consumer Needs  
at the Fuzzy Front End

S. Spectrum

Sequence Mapping

S. Spectrum

Using the Power of SE for  
Advertising Claims Substantiation

Tragon



# *Descriptive Analysis - Basic*

Introduction to Descriptive  
Analysis

Barbara Rainey  
Consulting

Establishing a successful  
Descriptive Analysis  
capability: *INSIGHTS and  
SOLUTIONS*

IRIS: International  
Resources for  
Insights and Solutions



# *Descriptive Analysis - Basic*

Descriptive Panel Leadership

S. Spectrum

Flavor Spectrum DA

S. Spectrum

Fundamentals of Tragon QDA®.  
DA Methods and Applications for the  
Development of Winning Products

Tragon



# *Descriptive Analysis - Advanced*

Descriptive Analysis-  
Advanced Topics

Barbara Rainey  
Consulting

Advanced Descriptive Analysis

IRIS

Origins and Applications of  
Fundamental Descriptive  
Analysis Methods

Tragon and IRIS



# *QC/Sensory*

Product Variability and QC:  
Sensory *INSIGHTS*,  
*STRATEGIES* and *SOLUTIONS*

IRIS

SE in Quality Control

S. Spectrum

Quality Control & Stability Testing

Tragon



# *Classification/Categories*

**Consumer  
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**Descriptive  
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**General Sensory and  
Consumer  
Methodology**

**Industry  
Specific  
Methodology**

**Psychophysics**

**Statistics  
and Software**

**Other**



# *Industry Specific*

Challenges In Sensory and  
Consumer Testing of  
*Personal Care Products*

IRIS

*Fragrance* Spectrum DA

S. Spectrum

The Feel and Look of  
*Personal Care Products*

S. Spectrum



# *Industry Specific*

**Personal Care/Health & Beauty/Home Care Products** – Innovative Research Methods Linking Developers to Consumers

**Athletic Apparel, Athletic Equipment, Electronics** – Custom Designs for Unique Product Categories

Innovative Techniques Linking **Winemakers, Brewers and Distillers**  
Key Demographic Targets:  
Identifying Preference Groups for Targeted Marketing

**Tragon**



# *Psychophysics*

Tools and Applications

The Institute for  
Perception

Psychophysical Principles  
& Sensory Evaluation

S. Spectrum



# *Statistics*

Hands on Sensory Statistics  
Course

Hal MacFie Consulting

Hands on Preference Mapping  
and Consumer/SE Statistics

Hal MacFie Consulting

Introduction to Sensory  
Statistics

S. Spectrum

Sensory Statistics &  
Experimental Design

S. Spectrum

Preference Mapping and  
Consumer Segmentation

S. Spectrum



# *Statistics and Software*

Compusense *five*  
(Levels I and II)

Senstools



Compusense



# *Other*

Sensory Technician Training

Leadership in Sensory Evaluation

Ideation through Sensory Immersion

Project Management

- Project Design
- Project Management
- Sensory Evaluation Reality

S. Spectrum



## *II. “Beyond” our Sensory World*





# *Riva Training Institute*

- Fundamentals of Moderating
- Skill Acceleration
- Relearn, Recharge, Refresh
- Qualitative Toolbox
- Advanced Moderating
- Mastery in Action
- All About Ethnography
- Qualitative Analysis & Reporting



*QRCA*  
*Qualitative Research Consultants*  
*Association*

- QCast Webinars
- Examples Marketing Research Categories
  - Practical Storytelling
  - Online Qualitative Research: Clarity on a Cloudy Subject
  - A Linguist's View: Qualitative's Language Barrier and How to Fix it



# *Burke Institute Seminars*

- Research Methods
- Qualitative Research
- Quantitative Analysis
- Research Applications
- Specialty Areas



# *Burke Institute - Examples*

## ➤ Research Methods

- **Designing Effective Questionnaires:  
A Step by Step Workshop**

- **Online Research Best Practices and Innovations**

## ➤ Qualitative Research

## ➤ Quantitative Analysis

## ➤ Research Applications

## ➤ Specialty Areas



# *Burke Institute - Examples*

➤ Research Methods

➤ Qualitative Research

**Qualitative Technology Workshop: Recording, Reporting and Delivering**

➤ Quantitative Analysis

➤ Research Applications

➤ Specialty Areas



# *Burke Institute - Examples*

- Research Methods
- Qualitative Research
- Quantitative Analysis  
**Practical Multivariate Analysis**
- Research Applications  
**Market Segmentation and Positioning Research**
- Specialty Areas



# *MRA – Marketing Research Association*

- Education on Demand/Web seminars
- Examples Marketing Research Categories

Interviewing Skills

Qual./ Quantitative Techniques

Questionnaire Design

Cross Cultural Research

Statistics





# *MRA – Marketing Research Association*

## ➤ Examples Marketing Research Categories

Interviewing Skills

Qual./ Quantitative Techniques

- Innovation with No Boundaries: From Ideation to Concept Development around the Globe
- Design Ethnography: Leveraging Your Customers for Product and Service Innovation

Questionnaire Design

Cross Cultural Research

Statistics



# *A.M.A.*

➤ Management development seminars  
in over 20 areas

➤ **Examples**

Presentation Skills

Interpersonal Skills

Project Management

Management and  
Supervisory Skills

Thinking and Innovation

Strategic Planning

Communication Skills

Time Management

Business Writing

Leadership



*A.M.A.*

➤ Seminars - Examples

CATEGORY

EXAMPLE

THINKING AND  
INNOVATION

Creativity and Innovation:  
Unleash Your Potential for  
Greater Success

PRESENTATION  
SKILLS

Effective Executive  
Speaking



*CASRO*  
*Counsel of American Survey Research*  
*Organizations*

- Two annual workshops
- Main Focus: Project Management



# *IIR and PDMA*

## ➤ IIR: Institute for International Research

Examples categories:

- Marketing and Strategy
- Innovation/New Product Development

## ➤ PDMA: Product Development and Management Association



# *IIR and PDMA*

- IIR: Institute for International Research  
Examples categories
- PDMA: Product Development and Management Association
- PDMA & IIR - A Dynamic Partnership
  - Voice of the Consumer Program –  
User Experience Design & Innovation Workshop  
(Dec 2008, CA)
  - Front End Of Innovation USA  
(May 2009, MA)



*ESOMAR*  
*European Society for Opinion and  
Marketing Research*

- Congress, Conferences and Workshops
- Forums
- Roundtables



*ESOMAR*  
*European Society for Opinion and  
Marketing Research*

- Congress, Conferences and Workshops
- Forums (e.g.)  
**Brand Forum: IT'S A BRAND NEW WORLD!** - Paris
- Roundtables (e.g.)  
**Online Privacy** - Germany





# *III. Conferences and Meetings*



### *III. Conferences and Meetings*



- International ASTM - E18
- IFT  
(Institute of Food Technologists)
- Pangborn  
Sensory Science Symposium
- Sensometrics



# *III. Conferences and Meetings*



➤ ESOMAR

➤ QRCA

➤ MRA

➤ Others: e.g., IIR, PDMA, CASRO



# *III. Conferences and Meetings*

## *Example – ESOMAR Workshops*



- Advanced quantitative techniques
- Current and emerging trends in qualitative research
- Ethnography and observational research
- International Market Research Skills
- Measuring emotions
- The hidden art of interviewing
- Word of Mouth Measurement and Beyond

# *Conclusion*



# *Acknowledgements*

- Nancy Kolkebeck (JRA – J. Reckner Associates, Inc.)
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