Courses
Consultants and Organizations

ssp Conference 2008

Alejandra Muñoz
IRIS: International Resources for Insights and Solutions, LLC

www.IRIS-consulting.net
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
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

Sensory Evaluation

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

Barbara Rainey Consulting

S. Spectrum/ Center for Prof. Advancement

Tragon
General Sensory and Consumer Methodology – Basic

Discrimination Testing

Scaling

S. Spectrum
General Sensory and Consumer Methodology – Inter./Advanced

Advanced Sensory and Consumer Measurement

Tools and Applications

Hal MacFie Consulting

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

Uncovering Consumer Needs at the Fuzzy Front End  
S. Spectrum

Sequence Mapping  
S. Spectrum

Using the Power of SE for Advertising Claims Substantiation  
Tragon
Introduction to Descriptive Analysis

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

Barbara Rainey Consulting

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
Advanced Descriptive Analysis
Origins and Applications of Fundamental Descriptive Analysis Methods

Barbara Rainey Consulting
IRIS
Tragon and IRIS
QC/Sensory

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

SE in Quality Control: S. Spectrum

Quality Control & Stability Testing: Tragon
Classification/Categories

- Consumer Methodology
- Descriptive Analysis
- QC/Sensory
- 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

Fragrance Spectrum DA

The Feel and Look of
Personal Care Products
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
Psychophysics

Tools and Applications

Psychophysical Principles & Sensory Evaluation

The Institute for Perception

S. Spectrum
## Statistics

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<th>Course</th>
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<tr>
<td>Hands on Sensory Statistics Course</td>
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<tr>
<td>Sensory Statistics &amp; Experimental Design</td>
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<tr>
<td>Preference Mapping and Consumer Segmentation</td>
<td>S. Spectrum</td>
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Statistics and Software

Compusense five
(Levels I and II)

Senstools

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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

- QCcast 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
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
AMA

- Management development seminars in over 20 areas

- **Examples**
  - Presentation Skills
  - Project Management
  - Thinking and Innovation
  - Communication Skills
  - Business Writing
  - Interpersonal Skills
  - Management and Supervisory Skills
  - Strategic Planning
  - Time Management
  - Leadership
### Seminars - Examples

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<th>EXAMPLE</th>
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<tr>
<td>THINKING AND INNOVATION</td>
<td>Creativity and Innovation: Unleash Your Potential for Greater Success</td>
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<td>PRESENTATION SKILLS</td>
<td>Effective Executive Speaking</td>
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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

  - 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

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