

DESCRIPTIVE ANALYSIS - ADVANCED TOPICS

COURSE OFFERED ON-SITE ONLY for 2009 and 2010

Barbara Rainey will conduct this 2½ day workshop on descriptive analysis. This workshop is intended for those individuals who have experience in descriptive analysis techniques or have attended an Introduction to Descriptive Analysis course. The workshop format, while structured, will allow ample time for questions and answers. In addition, the open discussion on the last day will provide time to discuss participants' specific company situations, products, and projects.

DAY 1 **8:30 - 4:00 pm** **DAY 2** **8:30 - 4:00 pm** **DAY 3** **8:30 - 1:00 pm**

GETTING THE MOST FROM YOUR PANELISTS
UNDERSTANDING THE LEARNING PROCESS

how we learn and process information
how to get panelists to retain & recall information

GAINING ACTIVE PARTICIPATION FROM PANELISTS

discussion tools to increase interest and learning
expanding your panel's base of knowledge
keeping terminology & scoresheets updated

LONG-TERM MOTIVATION

how much do you tell your panelists about projects?

DEALING WITH DIFFICULT PERSONALITIES

PANELIST PERFORMANCE
tracking / correcting / improving performance

TRAINING TECHNIQUES

TRAINING A CURRENT PANEL ON NEW PRODUCTS

orientation session
new terminology / scoresheet development

ADDING PANEL MEMBERS TO CURRENT PANEL

heading off potential problems
integration process

EFFECTIVE USE OF REFERENCE STANDARDS

APPLICATION OF DESCRIPTIVE ANALYSIS
ADAPTATION OF METHODOLOGY FOR SPECIFIC PRODUCTS / PROJECTS

non-food product lines
packaging studies
shelf life studies
time-intensity studies

DESIGNING PROJECTS & COORDINATING STUDIES AMONG DEPARTMENTS

correlation with analytical, micro, instrumental methods
correlation with consumer studies

EXPERIMENTAL DESIGNS

nested designs
factorial designs
long-term studies

DATA ANALYSIS
MAKING SENSE OF ALL THE NUMBERS

Anova
additional analysis techniques

RELIABILITY AND VALIDITY OF DATA

REPORTING RESULTS

written reports
graphic presentations

DEMONSTRATION
TRAINING PANEL ON A NEW PRODUCT LINE

OPEN DISCUSSION

Workshop location and dates: on-site course only for 2009 and 2010

Fee is dependent upon number of company participants.

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