



>>>Fast Forward>>>

Monday 13th May 2013, Leatherhead Food Research

organised by the Professional Food Sensory Group (PFSG) in association with the European Sensory Science Society (E3S)

This year we look at how, and speed at which, the sensory and consumer science world is progressing. This event will inspire you to widen your approach by utilising newer, faster technologies and methods. A combination of keynote speakers, workshops and poster presentations will ensure a varied day with plenty of opportunities to expand your sensory network.

****New for 2013** Introducing an Oral poster session**

Programme*

- 09:00-09:30 Registration and Refreshments
- 09:30-09:50 Welcome and Introduction, *Joanne Hort, Chair PFSG, Vice Chair E3S*
- 09:50-10:35 **Keynote speaker:** Three Game Changers for Sensory: Tweet, Nap and Slow vs. Fast Thinking. *Hal MacFie, Hal MacFie Sensory Training LTD*
- 10:35-11:05 **E3S Guest Speaker:** What's New in Sensory Food Research in Europe? *Erminio Monteleone, European Sensory Science Society Chair & University of Florence*
- 11:05-11:45 **Oral poster session** including presentation from *Caroline Withers* (PFSG 2012 Student Award winner) on 'Taxonomic sorting'
- 11:45-13.30 Lunch, poster session and networking
- 13:30-14:30 & **Workshop 1:** Panel Performance and Fast!
14:40-15:40 *Lauren Rogers, Lauren Rogers Consultancy, Carol Raithatha, Carol Raithatha Limited & Anne Hasted QI Statistics*
- 13:30-14:30 & **Workshop 2:** Concept to Consumer: Fast Direction on Product Sensory Optimisation
14:40-15:40 *Sensory Scientists, Leatherhead Food Research, UK*
- 15:40-16:00 Refreshment Break
- 16:00-16:45 **Keynote Speaker:** I Second that Emotion
David Penn, Conquest, UK
- 16:45-17:00 Question and Answer Session

CALL FOR POSTER ABSTRACTS: Abstracts should be no longer than 300 words. A selection of abstracts will be chosen for the Oral Poster Session. Please email abstracts to info@carolraithatha.co.uk by **2nd April 2013**.

Conference fees: Registration includes refreshments and lunch:

Non-IFST/SCI/E3S	£225 (£187.50 + £37.50 VAT)	IFST/SCI/E3S	£195 (£162.50 + £32.50 VAT)
Retired	£165 (£137.50 + £27.50 VAT)	Full Time Student	£100 (£83.33 + £16.67 VAT)

Free membership: IFST is offering free digital membership for 6 months to delegates who aren't already members of the IFST* (*Offer not available to delegates who have taken up this offer at a previous PFSG conference).

How to register: Contact training@leatherheadfood.com or <http://www.leatherheadfood.com/pfsg-conference>.

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