

## 2009 Course Schedule

### **January 13-16**

#### **Descriptive Panel Leadership: Fast Track**

Gain practical background to successfully develop, select, train monitor and motivate a descriptive analysis panel.

### **March 30-April 1 (North Carolina)**

#### **Leadership in Sensory Evaluation**

Transforming the sensory community one leader at a time

### **June 2-4**

#### **Sensory Statistics & Experimental Design**

Data analysis and mining that derive key information from sensory research

### **September 15-17**

#### **Ideation Through Sensory Immersion**

Seeing with new eyes, hearing with new ears

### **September 21-24 (New Brunswick, NJ)**

#### **Sensory Evaluation**

Fundamentals of design and execution of sensory evaluation tests within the consumer products industry.

### **October 6-8 (North Carolina)**

#### **Quantitative Consumer Research**

Consumer understanding and insights as guides to business strategy

### **November 3-5**

#### **Sensory Product Management**

Thinking through sensory questions

### **December 1-3**

#### **Sensory Evaluation in Quality Control**

Maintaining product quality

To register for any of these courses, please visit our website at [www.sensoryspectrum.com](http://www.sensoryspectrum.com) or call 908-376-7000.