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Sensory panel leader & descriptive profiling training
17-18 May 2017

Programme – Day 1

09.00   *Registration & refreshments*

09.30   **Welcome & introduction**
Silvia Peleteiro, Consumer, Sensory & Market Insights Manager, Leatherhead Food Research

09.45   **Introduction to traditional sensory descriptive profiling**
Silvia Peleteiro, Consumer, Sensory & Market Insights Manager, Leatherhead Food Research
Understand the framework to explain each step of the sensory method, Quantitative Descriptive Analysis.

10.30   **Recruitment, screening & selection of a panel**
Elena Patra, Senior Sensory Scientist, Leatherhead Food Research
Identify who you should recruit for your trained panel, how to recruit and interview your applicants, and how to effectively screen the applicants to identify their abilities to become great panellists.

11.45   *Refreshments*

12.00   **Effective management of your panel, ethical considerations & code of conduct**
Stephen Morley, Principal Consumer & Sensory Scientist, Leatherhead Food Research
Understand how to become the most effective manager of your panel. This will include identifying your duty of care as a panel leader to ensure that the panellists health and safety is always a priority, creating your panellists' objectives, panel guides and quality control records.

13.00   *Lunch*

14.00   **Panel leader facilitation skills – part 1**
Silvia Peleteiro, Consumer, Sensory & Market Insights Manager, Leatherhead Food Research
Understand how to become the best facilitator in order to get the best out of your panellists. You will also learn how to use elicitation skills, read body language and listen to your panellists' vocabulary.

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15.00   Panel leader facilitation skills – part 2
Stephen Morley, Principal Consumer & Sensory Scientist, Leatherhead Food Research
Understand how to deal with difficult personalities within a panel by understanding the different personalities that can be part of your trained panel.

15.45   *Q&A*

16.00   Close

Programme – Day 2

08.45   *Registration & refreshments*

09.00   Review of day one
Silvia Peleteiro, Consumer, Sensory & Market Insights Manager, Leatherhead Food Research
Review the material from day one, going through the framework of each step of the sensory methodology, Sensory Descriptive Profiling.

09.30   Opportunity to observe Leatherhead's trained panel
Elena Patra, Senior Sensory Scientist, Leatherhead Food Research
Look on as Leatherhead's sensory trained panel undertake a sensory profile test.

11.00   *Refreshments*

11.15   Panel performance measurements
Stephen Morley, Principal Consumer & Sensory Scientist, Leatherhead Food Research
Identify how to measure your panel's performance routinely, creating key performance indicators for each panellist. By analysing panel data, you will be learn how to create action plans and session plans to improve panellists and your panel's performance. These action plans will enable you to calibrate your panel to agree on scoring and vocabulary.

12.30   *Lunch*

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13.30 **Reporting sensory profiling data**
Elena Patra, Senior Sensory Scientist, Leatherhead Food Research
Learn how to analyse and report your sensory data to internal or external stakeholders.

14.30 **Alternative descriptive profiling methods**
Silvia Peleteiro, Consumer, Sensory & Market Insights Manager, Leatherhead Food Research
Receive an overview of alternative descriptive methods e.g. Flash Profiling, TDS, Progressive Profiling, etc.

15.15 Q&A

15.30 *Close*