

2 nd Knowledge Exchange Webinar : AGENDA March 10th 2020



10:00am (UTC+1)
-
11:30am (UTC+1)

FREE REGISTRATION : <https://forms.gle/Qdd9JSXLrczB3uu68>

Program

We are delighted to invite you to be part of this exciting new initiative set up by the E3S SESRG. We have initiated these knowledge exchange webinars with the aim of enhancing student and early career researcher networks across Europe, and sharing our knowledge and experiences in an engaging way. We do hope that you can spare the time to join us, and maybe you would like to be involved in hosting a future knowledge exchange webinar in association with your national sensory network !

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| 10:00 - 10:05am (UTC+1) | Welcome of participants and webinar introduction |
| 10:05 - 10:10am (UTC+1) | Presentation of Spanish Professionals Association of Sensory Science (AEPAS) |
| 10:10 - 11:10am (UTC+1) | Speakers' presentations & exchange with participants Silvia Rozas : « <i>Applying sensory analysis techniques in the gastronomy sector and hospitality</i> » Elena Romeo-Arroyo : « <i>Assessing the influence of packaging label symmetry, curvature, and colour on the perception of brand premiumness</i> » Patricia Puerta Gil : « <i>Exploring the use of social media for Consumer Research</i> » |
| 11:10 - 11:15am (UTC+1) | Q&A quiz for each speaker |
| 11:15 - 11:30am (UTC+1) | Closing speech |

Further information will be provided after registration. If you have any questions, please do not hesitate to contact us at [E3S SESRG@e3sensory.eu](mailto:E3S_SESRG@e3sensory.eu)

Organizing Committee:

Adriana Galiñanes Plaza
Anastasia Eschevins
Nicolas Seince

Maria Mora
Jessica Dacleu

SPEAKERS



Silvia has studied **Gastronomy and Culinary Arts at the Basque Culinary Center** followed by a specialization in Food Science. During her **Master degree** she got a scholarship to work in a sensory analysis department, which gave her the opportunity to participate in **researches focused on consumer study and product tests**. Those months working inspiring her and she is now looking to **transfer this knowledge from the field of food science to the culinary processes**. Her objectives are to understand what the customers want and feel during a gastronomic experience, to measure the quality of ingredients and techniques used, and to support the creation of new dishes and food products.

Silvia will tell us about how she uses sensory science in her daily tasks as a chef to develop food products that have a better chance of being successful in the market.



Elena has a **BSc in Biotechnology** from University of Zaragoza and a **MSc in Gastronomic Sciences** from Basque Culinary Center. She is a **researcher at BCCInnovation** and a **PhD student** in the Gastronomy program at the Basque Culinary Center. **Her PhD studies focus on the implicit and explicit consumers' responses to different sweet flavors, aiming to determine tools for success product reformulation**. In addition to her PhD research, Elena is involved in other activities of the BCCInnovation team, and help to organize several international activities such as **"Multisensory Design: Project Gastronomía, London 2050"**.

Elena will tell us about the research made during her stay at BI Norwegian Business School, where she worked on **the influence of different packaging cues on consumer's perception**.



Patricia has two **M.S. degrees in Biology and in Food Science and Technology**, both by the **Universidad Autónoma de Madrid (UAM)**. After diving in different Biotechnology and Microbiology areas, she found the opportunity to get back to the Food Science field. She is currently doing her **PhD in Sensory and Consumer Science** at the Institute of Agrochemistry and Food Technology (Valencia, Spain), which belongs to the Spanish National Research Council (CSIC). As part of her PhD project, one of **her research interests focuses on studying consumers' response with new techniques, applied to develop and improve gluten-free products**.

Patricia will tell us about the possibilities that **content spontaneously shared by people on social media can offers for gathering information about consumers' opinion and perceptions**.