Dear Sensory Stats Training Course Respondents,

Thank you for responding to the snap survey recently.
The good news, based on your positive interest in participating in the course, is that we have contacted the convenor and agreed to pay her fee, accommodation and airfare to come to South Africa and present it for us. More good news is that the interest has been sufficient to fill a class and so enable us to reduce the fee by one thousand Rand!
Basic course information and detail has not changed and follows below and at the foot of this letter:

Dates: 18 - 19 June 2014
Venue: Dept of Food Science, University of Pretoria
Course: A hands on training course using XLSTAT
Course Developers: Hal Macfie & Anne Hasted
Presented by: Anne Hasted, Qi Statistics Ltd
Cost: R5,850-00. Academics: R2,500. Students:R1,000 (all include VAT). Lunch, teas and training manual is included
XLSTAT Software: a 30 day trial version, suitable for the course, can be downloaded here: www.xlstat.com - don't do it too soon!
Laptops: Delegates must bring their own laptops, together with the above software, for use during the course.
Accommodation: Various hotels and guest houses are available in the Hatfield/Brooklyn area near to the university – shout if you need advice.
Transport and parking on UP campus: Please see http://web.up.ac.za/default.asp?ipkCategoryID=10855#hatfield for directions to the University of Pretoria and the Dept of Food Science (building 34 on map). Safe parking is available *at a fee* in the campus parkade (entrance 12 University Road). However, being exam time, parking should be available closer to the Dept of Food Science. All delegates will receive a letter confirming course registration which will allow access at any of the entrance gates. The Gautrain's Hatfield station is about a ten minute walk from the campus but for transport, use Bus H1 and stop H1-1 from the station and stop H1-15 to get back to the Hatfield station.

To Register - in three easy but important steps, please read the following carefully
Being a very cost-effective specialist training course for a limited number of delegates, finances are being carefully controlled.
Kindly therefore make payments as soon as possible but by 3 June 2014 at the latest.
Rather than cancel if you are unable to attend, arrange for a colleague to take your place.
If you said "yes" in the snap survey but can't attend after all, let me know asap as places are in demand.

1) Please immediately confirm with Irene Burke that you will be attending the training course.
Do this by forwarding this e-mail to her (saafost.irene@telkomsa.net) providing the following information:
Number of Delegates:
Name(s):
Tel:
Fax:
E-mail:
Company Name:
Company address if invoice is required:
Amount to be paid to SAAFoST:
Invoice required for above amount: YES/NO.
If yes, provide company address and VAT number here:
Irene will place your name on the delegate list and will confirm registration upon receiving proof of payment.
Note: Places that have not been paid for by 3 June will be made available to other interested Members.

2) Deposit the amount due into the SAAFoST Account by 3 June 2014:
Bank: ABSA Brooklyn
Branch code: 632 005
Account No: 920 582 0197
Amount per delegate: R5,850-00 (includes VAT)
Reference: Your surname plus company/organisation name
Members who cancel before 3 June will receive a full refund.
Cancellations after 3 June will not be refunded - a substitute can be sent at any time.
Delegates who do not show up will not be refunded.

3) E-mail or fax proof of payment to Irene Burke and she will confirm your registration within 24 hours.
Irene's contacts are: e-mail: saafost.irene@telkomsa.net, Fax: 086 698 4784, Telephone: 012- 349 2788

If you need more information on any aspect of the workshop please contact me or Irene.
Alternatively, for queries on course content, mail the facilitators: Riette.deKock@up.ac.za or Marise.Kinnear@up.ac.za
Thank you for your responsive support.
Regards,

OJF
Owen Frisby
Tel/fax: (012) 346 2091
Executive Director:

Member Website: www.saafost.org.za
Consumer Website: www.foodfacts...org.za
Congress Website: www.saafost2013.org.za/

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A Hands on Training Course:

Data Exploration, Preference, Sensory and Emotion Mapping for Food and Beverage Products

ABOUT THE TRAINER

Anne Hasted began her career as an academic statistician at Reading University but now runs Qi Statistics Ltd which offers statistical training, data analysis and consultancy support to research and industry. The company has developed software applications for both sensory and consumer scientists including SENPAQ, Design Express and a Turf Calculator. Anne has wide training and consultancy experience in both sensory and consumer research and has an international reputation for "user friendly" training.

ABOUT THE COURSE

Our "hands on" training courses are designed to give you the knowledge and expertise to analyse your own consumer trial data. The course is run using XLSTAT (an easy to use EXCEL add-in). The statistical techniques are clearly explained (we keep the mathematics to a minimum!) together with examples of applications and comparative merits of the different methods available. We provide both course hand outs and step by step practice exercises with annotated solutions. Our aim is to enable you to analyse your own data more effectively as soon as you get home from the course.

What you will gain from the training

- Refresh your basic statistics - Analysis of variance, testing for differences in average liking between products and simple trend modelling in the context of consumer tests.
- Look at simple ways of checking the quality and structure of your data prior to analysis
- Investigate possible segmentation of consumers in their product preferences, visualising and interpreting the differences using sensory or emotion measures

- Link the typical diagnostic scale data collected using Just about Right (JAR), Check all that apply (CATA) or intensity scales to hedonic measures to aid product optimisation
- Build models to predict product liking from sensory data (collected from either trained assessors or the consumers themselves) and optimise the sensory properties of your products
- As well as learning how to use XLSTAT you will also improve your EXCEL skills

Course Outline

Wednesday 18 June

The Basics

9.00 **Introductions - Stats Refresher**

9.30 **Analysis of Variance to test for Product Differences in Consumer Trials. Presentation of results - LSD v multiple comparison tests. Incomplete designs and adjusted means.**
XLSTAT Workshop

11.30 **Data Exploration in EXCEL & XLSTAT**
Chart plotting, labelling points, bubble plots, pivot tables for means and counts, reshaping your data for analysis - checking consumer test data

XLSTAT and EXCEL Workshop

12.30 ***Lunch***

Multivariate Displays and Cluster Analysis

13.30 **Correlation Analysis and Principal Component Analysis**
How it works -typical applications. Simplest preference mapping
XLSTAT workshop Correlation and PCA

15.00 **Segmentation Analysis**
Different methods, how many consumer clusters, validating the cluster solution
XLSTAT workshops

16.30 **Internal Preference Mapping - link with cluster analysis**
Applications. Mapping emotion and demographic data into prefmap plots. Interpretation and decision making

17.15 **Review of the day**

Thursday 19 June

Incorporating other information collected from consumers

9.00 **Analysing JAR scale data (Friedman v ANOVA)**
Mean drop and penalty Analysis

10.00 **Check All That Apply data (CATA) - testing for significant differences between products. Visualisation of products in CATA space**
Penalty analysis using CATA data

11.30 **Demographics - testing for difference preference patterns between demographic groups**

12.30 ***lunch***

Preference Modelling

13.30 **Building simple regression models to relate liking to sensory data. Linear and quadratic models**
Modelling with multivariate sensory data using PCA - contour plots
XLSTAT and preference plotting exercise

15.30 **External preference mapping using XLSTAT -Prefmap module.**

16.30 **Course review**

17.00 **Course Close**