

Programme: Sensory perception and food preference: The role of context (8th edition) 3 - 6 April 2018

	Tuesday 3 April, location WICC, Kleine Veerzaal	Wednesday 4 April, location WICC, Kleine Veerzaal	Thursday 5 April, location Campus WUR	Friday 6 April, location WICC, Kleine Veerzaal
8.30-9.00	Arrival and registration			
9.00 - 9.45	Welcome; Sanne Boesveldt - Chemosensory perception and Eating behavior	Herb Meiselman	Kees de Graaf: The role of taste in the development of food preferences (?)	Ellen van Kleef:
9.50 - 10.35	Presentations by Participants	Herb Meiselman	Gerry Jager (tentative): Measuring temporal dynamics of food-evoked sensations	Rob Holland:
10.40 - 11.00	<i>break</i>	<i>break</i>	<i>break</i>	<i>break</i>
11.00 - 11.45	Paul Smeets (flavor and decision making)	Herb Meiselman	Leanne Looijens (Noldus): Demo Observer, Facereader software	Rick Schifferstein: Food experiences: definitions, measurement, and design
11.50 - 12.35	Presentations by Participants	Herb Meiselman		
12.40 - 13.35	<i>lunch</i>	<i>lunch</i>	<i>lunch</i>	<i>lunch</i>
13.40 - 14.25	Presentations by Participants	Herb Meiselman - group discussion	Liesbeth Zandstra (Unilever): Like it or buy it	
14.30 - 15.15	Presentations by Participants	Herb Meiselman - group discussion	Liesbeth Zandstra: discussion on career perspectives	
15.20 - 15.45	<i>break</i>	<i>break</i>	<i>break</i>	
15.45 - 16.30	Herb Meiselman	Martijn Veltkamp (FrieslandCampina)	Garnt Dijksterhuis:	
16.35 - 17.20	Herb Meiselman		Tour Sensory and eating behavior facilities Helix: Garnt Dijksterhuis	
17.25-finish				
18.30 onwards	Course dinner at xxx			