

Programme: Sensory perception and food preference: Affective drivers of food choice (7th edition)

	Monday March 21st: Hof van Wageningen	Tuesday March 22nd: Campus	Wednesday March 23rd: Hof van Wageningen	Thursday March 24th: Hof van Wageningen
8.30-9.00	Arrival and registration: Peppelzalen	Arrival: building 118 Axis-Z (C0057)	Arrival: Peppelzalen	Arrival: Peppelzalen
9.00 - 9.50	Presentations by Participants	Applied emotion measurement: Herb Meiselman	The role of taste in the development of food preferences: Kees de Graaf	Food experiences: definitions, measurement, and design: Rick Schifferstein
9.50 - 10.40			Brain responses underlying liking, reward and food choice Paul Smeets	
10.40 - 11.00	<i>break</i>	<i>break</i>	<i>break</i>	<i>break</i>
11.00 - 11.50	Emotion definition and characterization: Herb Meiselman	Applied emotion measurement: Herb Meiselman	Methods to measure emotions: Betina Piqueras Fiszman	Studying emotions in the elderly: Stefanie Kremer
11.50 - 12.40			Emotions in decision making: Ilona de Hooge	
12.40 - 13.40	<i>lunch</i>	<i>Group picture and lunch RvdT</i>	<i>lunch</i>	<i>lunch/einde</i>
13.40 - 14.30	Emotion definition and characterization: Herb Meiselman	Tour and Lecture RvdT: Judith van der Horst	Demo PrEmo: Louise den Uijl	
14.30 - 15.20			Drivers of liking- consumer acceptance: Svetlana Guptar	
15.20 - 15.45	<i>break</i>	<i>break and walking to Forum (PC0508)</i>	<i>break</i>	
15.45 - 16.35	Presentations by Participants	Demo Observer, Facereader: Leanne Looijens	Like it or buy it: Liesbeth Zandstra	
16.35 - 17.25	The role of odors for food choice: Sanne Boesvelt		Measuring temporal dynamics of food-evoked emotions: Gerry Jager	
17.25-18.00	Presentations by Participants	Leaving Campus back to city center		
18.15 onwards		Course dinner at Diels in Wageningen Center		