

Multiplier Event

FOOD QUALITY AND CONSUMER STUDIES 2017

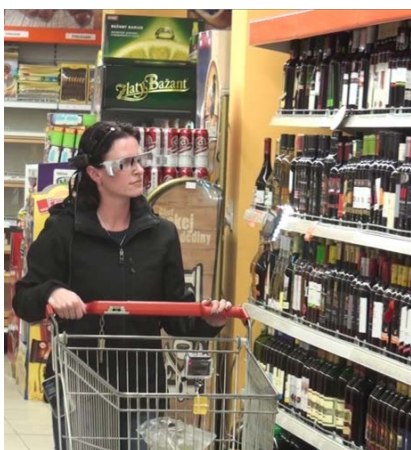


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2014 - 2017*

27-28 JUNE, ORIHUELA, SPAIN

Organized by Universidad Miguel Hernández, UMH



2-DAYS FOCUSING ON

- Food and sensory and consumers
- Neuromarketing and augmented reality

**Dissemination activities of
FOODCOST**

Working hours: 10.00-14:00 h

**Presenters from 8 European
countries and National and
International Participants**



MULTIPLIER EVENT

27 June

9:45-10:00 h: Project presentation.

10:00 to 11:30 h: Session on **“Augmented reality for food marketers and consumers”**. Case study (5-10 min) to catch people attention (Leanne).

10:00 – 10:30 h (30 min): Book presentation.

10:30 – 11:15 h (45 min): Discussion table, with interventions from participants.

11:15 to 11:45 h (30 min): coffee break.

11:45 to 13:00 h: Session on **“Consumer trends and new products opportunities in the food sector”**. Case study (5-10 min) to catch people attention (Klaus & Rainer).

11:45 – 12:15 h (30 min): Book presentation.

12:15 – 13:00 h (45 min): Discussion table, with interventions from participants.

13:00-13:30 h: Networking.

13:30 h: Lunch on trip (Fontanars, Valencia).

15:30 h: Visit to winery Celler del Roure in Moixent (Valencia) and case study: Identifying opportunities for implementing project results in the wine sector.

28 June

9:45 to 10:15 h: Official opening:

UMH Authorities.

Elena Horska: Project coordinator.

10:15 to 11:15 h: Session on **“Neuromarketing in Food Retailing”**.

10:15 – 10:45 h (30 min): Book presentation. Including very short practical presentation of FaceReader, eye tracking, EEG (Elena, Leanne & Jakub).

10:45 – 11:30 h (45 min): Discussion table, with interventions from participants.

11:30 to 11:45 h: coffee break.

11:45 to 13:00 h: Session on **“Sensory and Aroma Marketing”**. Case study (5-10 min) to catch people attention (Esther & David).

11:45 – 12:15 h (30 min): Book presentation.

12:15 – 13:00 h (45 min): Discussion table, with interventions from participants.

13:00-13:30 h: Networking.

13:30 h: Lunch (UMH).

14:30 h: Individual consultations.

18:00 h: Visit to Guardamar and Sightseeing.

19:30 h: Dinner (Guardamar).