

# Odour workshop on product and material testing 2019



The World of Odour  
- Achieving Best Quality in Sensory and Molecular Testing -  
28 & 29 January 2019 in Kiel

**olfasense** ::::

# Preliminary programme

Register  
now!

## 28 January 2019

- 12:30 - 13:30 **Registration · Welcome reception · Networking**
- 13:30 - 13:40 **Workshop opening**  
Simon Rützel-Grünberg; Director, Olfasense GmbH
- 13:40 - 14:20 **Keynote address: Objective Measurement of Fragrance Performance**  
Dr. Marco Singer; Head of Fragrance Performance, Symrise AG (Applied Research EAME / Fragrance Division)
- 14:20 - 15:00 **Achieving best quality in sensory and molecular odour testing**  
Björn Maxeiner; Director and Head of P&M testing, Olfasense GmbH
- 15:00 - 15:30 **Coffee break · Networking**
- 15:30 - 16:10 **Panel management – Training and maintenance of an olfactory panel with a focus on GC-Sniffing**  
Dr. Nathalie Nibbe; Senior Consultant, Olfasense GmbH
- 16:10 - 17:20 **Visits to the Olfasense GmbH laboratories**  
Practical sessions in different labs (sample preparation & sampling, panel training, direct odour evaluation, comparative testing, indoor room evaluation, molecular screening, etc)
- 17:20 - 17:30 **Review of the day and closing**  
Simon Rützel-Grünberg; Director, Olfasense GmbH
- 18:30 **Evening programme, including dinner**  
All participants are warmly invited to take part in the evening events

## 29 January 2019

- 9:00 - 9:10 **Opening remarks**  
Björn Maxeiner; Director and Head of P&M testing, Olfasense GmbH
- 9:10 - 9:50 **Keynote address**  
Thomas Wortelmann; Director, G.A.S. Gesellschaft für analytische Sensorsysteme mbH
- 9:50 - 10:30 **Odour chemistry and olfactory perception - Insights into GC-MS & GC-Sniffing**  
Dr. Luciano Vera; Senior Consultant, Olfasense GmbH
- 10:30 - 11:00 **Coffee break · Networking**
- 11:00 - 11:40 **A short excursion to neuro science marketing**  
Lieke van Genderen & Inge van Rijn; Consultants, Olfasense B.V.
- 11:40 - 12:40 **Lunch break · Networking**
- 12:40 - 14:20 **Visits to the Olfasense GmbH laboratories**  
Practical sessions in different labs (sample preparation & sampling, panel training, direct odour evaluation, comparative testing, indoor room evaluation, molecular screening, etc)
- 16:15 - 16:45 **Closing address**  
Dr. H. Gygax; Fragrance & Flavour Science Expert, Gygarome Consulting; Scientific Advisor to Olfasense
- 16:45 - 16:50 **Round-up & Goodbye**  
Björn Maxeiner; Director and Head of P&M testing, Olfasense GmbH

# One-on-One Consultation

On 29 and 30 January, you will have the unique opportunity to meet our experts in one-on-one interactions to find the right answers to your odour-related questions.

Due to availability of limited time slots, we suggest that you register right away to book your slot and avoid disappointment.



## Further information

### Delegate fee

	Early Bird*	Regular
<b>P&amp;M workshop</b>	<b>245 EUR (excl. VAT)</b>	<b>295 EUR (excl. VAT)</b>
<b>One-on-one session</b>	<b>free of charge</b>	

\*The Early Bird option is valid until 23 November 2018.

### Venue

We will welcome you directly at our Olfasense premises situated at [Kiel Science Park](#), located about 1 hour from Hamburg airport with good public transportation links.

### Registration

[Registration](#) for participation will be accepted until 18 January 2019. Please check out our [data privacy statement](#) before registering.

Questions? Send an email to [workshop@olfasense.com](mailto:workshop@olfasense.com) !