

# Odour workshop on product and material testing 2020



The World of Odour  
- Achieving Best Quality in Sensory and Molecular Testing -  
29 & 30 January 2020 in Kiel

**olfasense** ::::

# Preliminary programme

Register  
now!

## 29 January 2020

- 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**  
Claudia Valder; Perfumer, pharmacist and director at Systema Natura GmbH
- 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 - 17:00**    **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)
- 17:00 - 17:40**    **Different techniques in beer sensory testing**  
Michael McGinley; Laboratory Director, St. Croix Sensory, Inc.
- 17:40 - 17:45**    **Review of the day and closing**  
Björn Maxeiner; Director and Head of P&M testing, Olfasense GmbH
- 18:30**            **Evening programme, including dinner**  
All participants are warmly invited to take part in the evening events

## 30 January 2020

- 9:00 - 9:10**        **Opening remarks**  
Dr. Nathalie Nibbe; Senior Consultant, Olfasense GmbH
- 9:10 - 10:00**    **Panel management – Training and maintenance of an olfactory panel**  
Dr. Nathalie Nibbe; Senior Consultant, Olfasense GmbH
- 10:00 - 10:30**    **Coffee break · Networking**
- 10:30 - 11:15**    **Analytical sensory measures and affective sensory methods**  
Lieve van Genderen & Romy Jacobs; Consultants, Olfasense B.V.
- 11:15 - 12:00**    **Odour chemistry and olfactory perception - Insights into GC-MS & GC-Sniffing**  
Dr. Luciano Vera; Senior Consultant, Olfasense GmbH
- 12:00 - 13:15**    **Lunch break · Networking**
- 13:15 - 15:00**    **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)
- 15:00 - 15:45**    **Closing address: Consumer science - Innovation and future trends**  
Rita Ribau Domingues; Senior Consultant, Olfasense GmbH
- 15:45 - 15:50**    **Round-up & Goodbye**  
Björn Maxeiner; Director and Head of P&M testing, Olfasense GmbH

# One-on-One Consultation

On 30 and 31 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>295 EUR (excl. VAT)</b>	<b>345 EUR (excl. VAT)</b>
<b>One-on-one session</b>	<b>free of charge</b>	

\*The Early Bird option is valid until 15 November 2019.

### 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 17 January 2020. Please check out our [data privacy statement](#) before registering.

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