



# COMFOCUS

Community on Food Consumer Science

## COMFOCUS Academic Training 2024

University of Bologna (UNIBO), October 10<sup>th</sup> 2024

### THURSDAY October 10<sup>th</sup>

<b>9.00 - 9.15</b>	<b>Welcome, registration &amp; poster placement</b>	
9.15 – 9.30	Welcome and the future of COMFOCUS: COMFOCUS ambition & vision	Prof. Dr. Hans van Trijp (Wageningen University & Research)
9.30 – 10.15	Investigating the relaxing/stimulating properties of fragrances in humans	Dr Sylvaine Deplanque (Swiss Center for Affective Sciences)
<b>10.15 – 10.40</b>	<b>Coffee &amp; Tea break &amp; poster viewing</b>	
10.40 – 11.10	What EEG measures and what it does not measure   EEG in the COMFOCUS context	Dr. Philip Dean (University of Surrey)
11.10 – 12.30	<i>Round of posters' presentations</i>	
<b>12.30 – 13.45</b>	<b>Lunch &amp; poster viewing</b>	
13.45 – 14.30	Use of GSR and measuring electrodermal activity	Dr. Austėja Kazemekaityte (University of Trento)
14.30– 15.15	Choice experiments in virtual settings	Prof. Dr. Matteo Vittuari (University of Bologna)
<b>15.15 – 15.30</b>	<b>Coffee &amp; Tea break</b>	
15.30 – 16.15	Breakout rooms Q&A <i>Possible topics: how to maximize the data quality collected with implicit measures (Face Reader, EDA, HR, ET); how to obtain clear readings from the neuromarketing tools; others</i>	
16.15 – 16:45	COMFOCUS sustainability session	Euarda Rosmaninho; Taisiia Bondarenko (SPI)
<b>16.45 – 17.00</b>	<b>Closing and instructions for dinner*</b>	

**\*Social DINNER at 7:30 pm**