



CONSUMER AND SENSORY
SCIENCES CONFERENCE
2-3 OCTOBER 2024

İTÜ



250 YIL
1773-2023

"Product Development with Sensory Sciences and
Consumer Preferences: From Experience to Innovation"

Sponsorship Proposal





Invitation

We are delighted to invite you to the International Consumer and Sensory Sciences Conference (CONSENSE 2024) on behalf of Karma Grup. CONSENSE 2024, an international event that will bring together academics and professionals, will take place on October 2-3, 2024, at Istanbul Technical University's Süleyman Demirel Cultural Center in Istanbul.

The CONSENSE 2024 Conference will focus on themes related to consumer and sensory sciences, aiming to provide a deep understanding in the field of food and sensory sciences. The topic of consumer experience related to food products will offer participants the opportunity to understand the complexity between consumer preferences, sensory perceptions, and product tastes.

Additionally, the role and potential of sensory sciences in non-food applications will be explored, particularly in the context of discovering sensory elements beyond food. Topics such as global resource issues, sustainability, and food waste will assess the impacts of sensory and consumer sciences in the food industry. Sessions on education and training in sensory and consumer sciences will be important in bringing qualified professionals to the sector.

Emerging methodologies in sensory and consumer science will be another important theme of the conference. Presentations related to new research methods, data analysis techniques, and methodological advancements will shed light on methodological innovations in the industry.

Your participation in this meaningful event and the significant contributions you will bring to the conference are highly valuable to us. We would be honored to host you at CONSENSE 2024.

We look forward to your participation and valuable contributions at CONSENSE 2024. The conference is organized by Karma Grup, and for communication, you can contact Conference Coordinator Sinem Bahçekapılı

Conference Chairs

*Prof. Dr. Esra Çapanoğlu Güven
Dr. Tuğba Özdal*



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General Information



Organized by

Istanbul Technical University, Karma Grup

Conference Venue

Istanbul Technical University Suleyman
Demirel Cultural Center Ayazaga/
ISTANBUL

Organization

Harikalar Kumpanyasi

Conference Web

www.consense2024.com

Conference Date

October 2-3, 2024

Abstract Submission

Deadline: Aug 31, 2024

Conference Theme

"Product Development with
Sensory Sciences and Consumer
Preferences: From Experience to
Innovation"

Conference Language

Turkish, English



Conference Topics

Abstracts on various themes related to sensory and consumer science are invited. Additionally, industry specific sessions and successful good practice examples will be included.

- Fundamentals of Sensory Perception
- Sensory Science and Diversity
- Sense of Global Culture
- Evolving Methodologies in Sensory and Consumer Science
- Effective Use of Sensory Science in Product Development
- Effective Use of Sensory Science in Functional Food Design
- Sensory Innovations: From the Laboratory to the Market
- Consumer Experience with Food Products
- Exploring Sensory Elements Beyond Food: Non-Food Applications
- Sensory Challenges in Sustainable Packaging and Product Communication
- Culinary Arts, Service Industry - Sensory and Consumer Science
- Global Resource Issues, Sustainability, and Food Waste
- Education and Teaching in Sensory and Consumer Sciences
- Sensometrics
- Socio-Cultural Impacts on Sensory Preferences
- Future Trends: Digital Sensory Science, Artificial Intelligence, and Disruptive Technologies

Program

Keynote Speakers



Prof. Tuba Esatbeyoğlu
Gottfried Wilhelm Leibniz
University Hannover



Prof. Dr. Daniel Granato
University of Limerick



Prof. Dr. Martin Steinhaus
Technical University
Munich



Prof. Dr. Luisa Torri
University of Gastronomic
Sciences, Pollenzo, Italy

In addition to the keynote speakers and a scientific program to be announced later, 4 separate industry sessions will also take place.

Industry sessions

- Innovations from Local to Global
- Trends in Nutrition and Gastronomy World
- Consumer-Focused Innovation Strategies - Leaders Session
- The Emerging Trend Private Label

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Stand Area

Suleyman Demirel Cultural Center



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Contact us



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