



# DESCRIPTIVE PANEL LEADERSHIP (Advanced level) 2-day course



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This 2-day course expands upon the information presented in the 'Descriptive Panel Leadership (Introductory level)' course and will help you to meet the everyday challenges that may arise when running a descriptive sensory panel. You will build on your existing knowledge and experience, so that you can fully utilize your sensory descriptive analysis panel.

This course should be attended by those within your organization who have already embarked on the challenging role of sensory descriptive panel leader. The prerequisites for this course are experience in descriptive analysis techniques or attendance at the Descriptive Panel Leadership (Introductory level) course. It will be assumed that you have already established a basic protocol to carry out a full descriptive analysis project, and building on this the following will be explored in detail;

## **Part 1: Lexicon development and reference selection:**

The development of a common language which comprehensively and accurately describes product attributes (lexicon development phase) is key to the successful out-come of any descriptive analysis project. Participants will have the opportunity to conduct a focus group for the lexicon development phase of descriptive analysis.

The use of references to define sensory attributes and techniques to aid in their use will be discussed.

## **Part 2: Panel monitoring:**

The importance of monitoring panel performance, particularly checking the reliability, reproducibility and discrimination will be explained and a strategy for regularly monitoring panel performance will be discussed. Methods for presenting the results of panel performance will be explained.

## **Part 3: Motivation & Communication:**

The importance of recognizing that assessors are motivated to participate in sensory panels in different ways (money, job satisfaction, social aspects etc.) will be discussed.

Issues relating to the day to day management of the panel, such as clearly communicating objectives, methods for handling aggressive/submissive assessors, strategies for dealing with assessors displaying occasional or regular poor performance as well as the importance of using feedback and information from previous tests to motivate and communicate with the panel will be discussed.

## **Part 4: Health & Safety:**

The panel leader has a duty of care to ensure assessors' health and safety. Bearing this in mind, key health and safety risks associated with ingesting and/or handling food/non-food for sensory evaluation will be discussed.

## **Part 5: Statistics and data analysis:**

Building on the basic statistics covered in the Descriptive Panel Leader (introductory level) course a more comprehensive study of how descriptive data can be interpreted and reported will be given.

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**For further information please email [info@srlresearch.com](mailto:info@srlresearch.com)**