

Program Marie Curie INTERLEARN Workshop at P&G

Date: April 24th-26th, 2018

Location:

Procter & Gamble German Innovation Center, Sulzbacher Str. 40, 65823 Schwalbach am Taunus, Germany (close to Frankfurt/Main)

Contact:

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Day 1

Location: Procter & Gamble German Innovation Center – Schwalbach Campus

8:45: Arrive at German Innovation Center

9:00-12:00

Welcome and Introduction (room S03BM003)

Heiko Tischler, Director R&D
Frank Wiesemann, Principal Scientist

Tour: Schwalbach Innovation Center

Frank Wiesemann, Principal Scientist
Susanna Brink, Clinical Scientist

12:00-13:00 Lunch with P&G Senior Technologists – STC Market Place

13:00-17:00 Talks

- Modeling and Statistics in industrial Research
- Cognitive Science Methods applied to Consumer Understanding
- Insights into the work at P&G as a Scientist

Bert Rehr, Principal Scientist
Marianne Malmbak, Marcel Mertes, Senior Scientists
Meike Halm, Hannah Johnston, Otto Virtanen, Thomas Fritz - Scientists

17:00-19:00 Dinner Reception: CBCD meets P&G: Enjoy the food of our famous canteen

Day 2

Location: Procter & Gamble German Innovation Center – Schwalbach Campus

9:00-11:30 Talks (room S03BM003)

- Exploring Consumer's Emotions Susanne Will, Research Fellow
- Clinical Science in P&G Dr. Ralf Adam, Research Fellow

11:30-13:00 Lunch talk (room C045)

Leveraging diversity in science in academia Prof. Clare Elwell, UCL
and industry P&G Women in Innovation network

Transfer to Frankfurt

14:00-16:00 Tour through P&G'S Shopper Research Center

Applying cognitive science to understand shopping behavior Kate Wenz-Wagner

16:00- ca. 21:00: Social Event including dinner

Experience Frankfurt

Day 3

Location: Procter & Gamble German Innovation Center – Kronberg Campus

9:00-12:00 Tour: Kronberg Innovation Center Marvin Knorr, Senior Engineer

12:00-13:00 Lunch in Kronberg Cantine

13:00-14:00 Talk (room K10-0AM-03)

- Cooperation with Academia:
P&G's "Connect & Develop" Program Alex Navarro, Section Head

14:00-14:30: Wrap-Up, farewell

Transfer to Airport