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  Bert Rehr, Principal Scientist
- Cognitive Science Methods applied to Consumer Understanding  Marianne Malmbak, Marcel Mertes, Senior Scientists
- Insights into the work at P&G as a Scientist  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 cantine
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 and industry  
Prof. Clare Elwell, UCL  
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