



ILSI Australasia Inc.

International Life Sciences Institute Australasia Incorporated

ILSI Australasia

is pleased to invite you to a symposium on

Influencing Consumer Food Behaviour

- Date:** 15 July 2008
- Venue:** Mercure Hotel Sydney Airport
20 Levey Street, Wolli Creek NSW 2205
- Cost:** \$275 (including GST)



Influencing Consumer Food Behaviour

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Mercure Hotel Sydney Airport

Objective: *To understand the role labelling plays in impacting consumer behaviour towards healthy choices.
How do we obtain reliable data about the impact of communication on consumer behaviour?*

Program

- 9.30 am **Registration and coffee**
- 10.00 am Prof Andrew Sinclair, President, ILSI Australasia
Welcome and outline of objectives
- 10.10 am **Introductory Presentations**
- Prof Adam Drewnowski, Uni of Washington, Center for Obesity Research
Taste, cost and convenience: the food environment and obesity
- 10.50 am Ms Lisa Miles
Ever-dynamic consumer behaviour and the challenges for communication
- 11.20 am **Morning tea**
- 11.40 am Dr Trevor Webb, FSANZ
Extending the evidence base: The role of consumer and social sciences in food regulation
- Ms Marianne Hoey, FSANZ
The impact of nutrition content claims on consumers' product evaluations
- 12.20 am **Panel discussion**
- Chair: Prof Andrew Sinclair, ILSI
- 12.40 pm **Lunch**
- 1.40 pm Prof Adam Drewnowski, Uni of Washington, Center for Obesity Research
Influencing consumer behaviour: A role for nutrient profiling?
- Speaker TBC, A C Nielsen
Shopper style - what really influences the shopper at shelf
- Dr David Cox, CSIRO
Measuring drivers of food choice: the role of extrinsic product attributes and consumer characteristics
- 2.55 pm **Afternoon Tea**
- 3.20 pm **Panel discussion**
- Chair: Dr Geoffrey Annison, AFGC
- Wrap up**
- 4.30 pm **Close**



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Registration and Tax Invoice

ABN 84 274 523 610

This registration form becomes a TAX INVOICE on receipt of payment in full.
Please retain a copy for your records. No refunds will be payable.

Registration Details

Title First Name Surname

Organisation

Postal Address

. State Postcode

Tel: () Fax: () Email:

Please advise any specific dietary requirements:

Privacy

Your contact details will be used for the symposium and to update you on general developments at ILSI.

*Your contact details will **not** be shared with any other parties.*

*If you **do not** wish to receive updates from ILSI, please contact us via email at ilsi@ghapl.com.au*

Registration Fee

\$275.00 (including GST)

Payment Options

Please note that ILSI does not have a facility to receive payments via credit card.

1. **My cheque for \$A.....** is enclosed (payable to "International Life Sciences Institute A'Asia")

2. **EFT**

Bank: Westpac
Account name: International Life Sciences Institute A'Asia
BSB and Account No: 033-050 250850

Please ensure that the registrant's surname is noted on transfers

Mail or fax registration form to ILSI Australasia

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