

## Online Conference – Webinar Specifications

### Webinar details:

**Title:** 50 characters max

**Abstract:** 700 characters max

**Logo:** EPS mandatory

This logo will be placed on the event platform. This will also be used in all the communications sent to visitors



The screenshot shows a webinar registration card. On the left is a circular logo with a clock icon. The main text reads: "How low can you go? Meeting taste and texture reformulation challenges head-on." Below this is a paragraph: "Dairy processors around the world are working relentlessly to cut levels of sugar, fat, salt etc. – the bad stuff – in their products. But with each process to remove these undesirable elements, manufacturers are putting at risk the overall flavor and mouth feel of their final product." Another paragraph follows: "NIZO Food Research's Eva Düsterhöft will examine how far processors can go with these reformulation efforts before the taste and texture of dairy products such as yogurt and milk become unrecognisable and unpalatable." Below the text is a small portrait of Eva M. Düsterhöft, with her name and title "Project Manager Dairy, NIZO" listed to the right. A blue "Register Now" button is located in the bottom right corner of the card.

### Speaker(s) details:

For each speaker **and** moderator, please complete the requirements hereafter:

**Full Name:**

**Company Name:**

**Job Title:**

**Email Address:** for internal use only.

**Telephone Number:** for internal use only.

**Biography:** 250 characters max

**Twitter / LinkedIn account:**

**Photo:** JPEG only

High Resolution (800x600 pixels minimum).



**Eva M. Düsterhöft**

Project Manager Dairy  
NIZO

Eva Düsterhöft, PhD, is Senior Project Manager at NIZO food research, which she joined in 1998. Trained as food technologist with a focus on biochemistry, enzymology/fermented foods, and after a start of her career in R&D in pet food and bakery ingredients industry, at NIZO she moved into the dairy area and became an inspired (prize-winning) cheese expert. She leads large multidisciplinary contract research projects, in bilateral setting or multi-client consortia. The main focus of her work is cheese technology and – functionality, and the relation between rawmaterials, ingredients and processing with the sensory, physical and biochemical properties of cheese.



## Submission Lead Time:

Your event coordinator will specify the deadline for material delivery.

## Important note about the moderator:

The **moderator** plays the role of animator: he introduces the subject, the speakers, makes the transitions between different parts of the presentation, reads the questions to the speaker(s) during the Q&A session... This role is not mandatory but recommended as it makes the presentation more lively and dynamic. We, at William Reed, do NOT provide any moderator for our clients' webinars, so please make sure that someone from your company can take over this role before deciding to have one.