<table>
<thead>
<tr>
<th><strong>Title of the Workshop</strong></th>
<th>Introduction to Conjoint Analysis – A tool to investigate preferences of farmers/animal owners</th>
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| **Workshop facilitators** | Wilma Steeneveld  
Utrecht University, the Netherlands  
Email: w.steeneveld@uu.nl |
| **Learning objectives and expected outcomes** | To support decision making it is important to know what farmers/animal owners want. A Conjoint Analysis is a tool to investigate preferences, and is method which is increasingly used in Veterinary Sciences. The objectives are:  
- Understand the basic principles of a conjoint analysis  
- Being able to set up a conjoint analysis  
- Being able to interpret the outcomes of a conjoint analysis |
| **Content and structure** | Activities during the workshop:  
- Explanation on conjoint analysis  
- Discuss scientific papers  
- Analyse outcomes of your own filled in questionnaire  
- Set up of your own conjoint analysis |
| **Materials provided by the facilitators** | - scientific papers to read  
- in the week before the workshop the participant needs to fill in a questionnaire (by email) |
| **Maximum number of participants** | 25 |
| **Assumed knowledge of participants** | No specific knowledge |
| **Required meeting room set-up and equipment, including number of power points (for laptops)** | Participants need to bring their own laptop. |