

## 2012 Electronics Retail Summit hosted by ECRM & Levin Consulting

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Monday, August 13, 2012

#### "Exploiting Niche Opportunities in a Stagnant Market"

##### **40 minutes**

While the core CE product categories like TVs, Computers and Video Games are seeing little to no growth there remain plenty of open opportunities. Accessories, attachments, services and easier to penetrate distribution channels offer many other products segments a window into growth, even while the overall business is flat to declining. Join Steve Baker, NPD Group VP of Industry Analysis, as we review where sales increases are occurring, and why, and how to exploit these opportunities in Q4 and beyond

Stephen Baker, VP, Industry Analysis  
The NPD Group