

2014 European Beauty & Personal Care

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.

Sunday, February 16, 2014

ECRM Tools

30 minutes

Ylenia Nasca
ECRM

Insider's Guide to a Successful U.S. Retail Launch

60 minutes

Success with just a handful of major U.S. retailers can transform your business. With U.S. Consumer Confidence at its highest level in six years, a growing economy, and health care looking more European, the potential is unlimited. American retailers and their shoppers want innovative products to help them be healthy, look better and feel better. We will discuss the U.S. market opportunity, entry methods, cultural differences and the successful products to market process.

Ron Otto, President, National Sales Solutions and Angie Echele, President, Retail Smarter

H&B Trends

40 minutes

Denise Klug
Planet Retail