

2016 Cough/Cold, Analgesics & Allergy EPPS

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, February 15, 2016

The 'New Normal': The evolution of the omnishopper**40 minutes**

The boundaries between online and offline are disappearing—both from a message and transaction perspective. How quickly retailers and brands adapt to this new normal will be what determines success. Traci Gregorski, Vice President of Marketing at Market Track, an industry leading advertising, promotion and eCommerce competitive intelligence firm, will discuss trends from their most recent shopper study that show distinct differences in how consumers are interacting with print, digital, mobile and broadcast advertising and promotions. Get actionable insight into how the convergence of traditional and new media is creating opportunity in the Cough/Cold, Analgesics & Allergy categories.



Traci Gregorski, Vice President of Marketing
Market Track

ECRM & DSN Product Awards

40 minutes

Join us for the Product Awards hosted by Drug Store News. Suppliers will submit their product offering and attending buyers will cast their vote for Best New Product! First place and finalist winners will be recognized during lunch on Wednesday, February 17th. The 1st Place winner will receive coverage in DSN!

To learn more about how you can participate, please contact your account manager.