

## 2016 Diet, Sports Nutrition &amp; Vitamins 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.

Sunday, June 26, 2016

**Millennials and Vitality Merchandising Opportunities****45 minutes**

The Millennial generation is currently the largest generation in US history. Within a few years, they will contribute more in dollars than any other consumer group. Understanding and merchandising to Millennials must be understood in order to capture and retain this profitable consumer. Lisa will provide insights as to what resonates with the Millennial consumer and what types of products they are looking for, especially in regard to Vitality merchandising opportunities.



Lisa Burke, Director of Customer Insights & Growth Solutions  
KeHE Distributors

## The Customer Journey

### 40 minutes

Mapping your customer's journey is the best way to understand their needs at each of the four key phases of their interaction with your brand: Discovery, Engagement, Transaction, and Advocacy.

In the Discovery phase, for example, how have you positioned your brands in the minds of your customers when they are looking to solve specific health and beauty or meal solutions problems?

Even once they have found you, is your product the kind of product your customers want to talk about publicly? If not, you need some creative strategies to encourage better levels of Engagement so that they will look to Transact with you. When your product delivers on its promise, you have a golden opportunity to develop and cultivate Advocacy and create raving fans that will help promote your brand to other potential customers – but only if you are listening and paying attention to what your customers are saying about you and your products.

During his presentation, Bill Carmody, CEO of Trepoint, will show retailers and suppliers how to map the customer journey to accelerate their brands.

Bill Carmody, CEO  
Trepoint



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## ECRM & DSN Product Awards

### 30 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 cocktail hour on Tuesday, June 28th. The 1st Place winner will receive coverage in DSN!

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

