

2016 Electronics Retail Summit 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, July 25, 2016

Emerging Categories, New Opportunities

40 minutes

With sales of large categories like PCs and TVs slowing, the industry is looking to new products like drones, smart home, and VR to provide growth. This session will look at how these new, emerging consumer technology categories will impact and fuel the market, which brands stand to benefit the most, and how consumers will respond.

Ben Arnold, Director of Industry Analysis
The NPD Group

ECRM/Levin Most Innovative Product Awards

30 minutes

Celebrate creative and fresh product offerings that move the industry forward during the ECRM Product Awards. 1st and 2nd place winners will be honored during cocktail hour on Wednesday July 27th.

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