

## 2016 Baby &amp; Infant 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.

Tuesday, July 12, 2016

## Mom Bloggers: Their Influence on Consumer Shopping Habits

**60 minutes**

Media Post referred to 2016 as, "The Year of the Social Mom Influencer." Why? Because 81% of U.S. consumers trust information and advice from bloggers and 66% of moms say word-of-mouth is their most-trusted source of information. These are numbers that brands and retailers just can't ignore. And neither could we. Join Women's Marketing EVP of Marketing and Insights, Marlea Clark, as she presents findings from our nationwide survey of mom bloggers that explores their relationship to brands, how they shop, and their influence on their followers.

**About Women's Marketing:**

Women's Marketing is a leading media strategy, planning, and buying organization for emerging and high-growth brands. It offers a deep understanding of how women consume, engage, and take action with media, with unmatched expertise in beauty, health, fashion, food, and beverages. Every Women's Marketing client enjoys the benefits associated with the significant purchasing scale we achieve through the vast network of companies we serve and our strong, recurring relationships with global media leaders.

Marlea Clark, EVP, Marketing & Insights  
Women's Marketing

## 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, July 13th. The 1st Place winner will receive coverage in DSN!

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