



## 2017 Winter Snack & Dry Grocery 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, February 21, 2017

#### Store Tours

##### **120 minutes**

Join your industry peers during the ECRM Store Tours. ECRM buses will shuttle participants to various retail locations for a self-guided tour. During this time participants will have the opportunity to review new trends and techniques that they can take back to the office. The tours will take place at the following retail locations:

Albertson's  
WinCo Foods  
Smith Food & Drug

If you would like to participate, please contact Ryan Radzinski at [RRadzinski@ecrm.marketgate.com](mailto:RRadzinski@ecrm.marketgate.com)

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## Snackable! A Look Inside the Millennial Consumer's Grocery Basket

**40 minutes**

When asked to describe other Millennials, almost half of 18-34 year olds used one word—busy! Busy indeed—they're finishing college, building careers, and starting families. With so much going on in their lives, sitting down to regular meals is becoming a thing of the past. Millennials are eating on-the-go, and their product choices reflect this. Join Women's Marketing for a look at how Millennials are shopping, snacking, and celebrating the holidays and gain insight into opportunities to best position your brand with Generation Y.

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



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## Lessons From the Frontier of Digital Marketing

**45 minutes**

Brands have taken advantage of the new advertising opportunities provided by social, and have pushed the medium to its outer limits. Yet social media continues to provide a significant opportunity as a channel for connecting customers and brands. In this session, Karl Meinhardt, Vice President of Social and Digital Marketing for Albertsons LLC, will discuss how to view and utilize social as a media channel in engaging customers to provide a deeper sense of brand loyalty, including examples from digital marketing programs he has developed for the national grocery chain.

Karl Meinhardt, VP of Social and Digital Marketing  
Albertsons, LLC



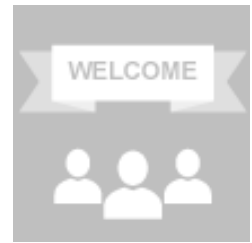
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## ECRM Welcome Reception/Panel Discussion

### **20 minutes**

This session will provide an overview of what to expect within the days to come at the event. The session starts with ECRM walking through the day by day agenda, highlighting the times, locations and events happening outside of your one on one meetings. There will also be a short demonstration on the technology you will have access to throughout the event. The main focus of this session is to get feedback from the expert buyer and seller panelist that have volunteered to provide the audience with tips on how to get the most of out of the event. They will answer questions around how to make the most of your time within the meeting, what things to cover, and of course how to best handle the follow up after the show. Most importantly, they will also be taking questions from the audience throughout the panel discussion.

Sarah Davidson, Senior Vice President of Grocery  
ECRM



## Buyer's Choice Awards - The View



### 60 minutes

Participate in the Buyer's Choice Awards hosted by MMR. In a large ballroom, suppliers will receive a table where they can prepare their item samples. Buyers will have the opportunity to taste each product presented and vote for their favorite. The winner will receive coverage on MMR's website. To participate, complete the below scorecard. You can also contact your account manager for more information.

[Click here](#) to complete the scorecard.

Below is the Agenda for the Awards:

5:30 - 6:00 PM: Suppliers set up

6:00 - 7:00 PM: Buyer Voting and Tasting

8:00 PM: Winner Announced