

## 2017 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 6, 2017

#### Doing Business with CVS - Supplier Information Session

**60 minutes**

During this suppliers-only session, CVS's Jacob Trombino, Director of Upper Respiratory and Eyecare, will review his overall go-to-market strategy and category review/planogram timing, processes for doing business with CVS and the best ways in which to communicate and engage the buying team.

This information session is a good opportunity for suppliers attending the Cough/Cold and Allergy EPPS, that may not have a meeting scheduled with Jacob at this event to learn more about how to do business with CVS and to ask questions.

Jacob will also discuss the kind of data and insights suppliers should have ready when presenting to CVS, marketing and promotional plan details, as well as any additional requirements expected to do business with CVS, including forms, samples and compliance expected prior to meetings.

Jacob Trombino, Director of Upper Respiratory and Eyecare  
CVS



---

## Building Brand Representation Across Multiple Platforms

**45 minutes**

Omni-channel is far more than a marketing term. It represents how brands enable consumers to use various channels to engage. It is now up to marketers to provide a seamless experience, regardless of channel or device. Consumers engage with a brand in a physical store, an online website or mobile app, or through social media.

For retailers and suppliers alike, it is vital that each leg of the consumer's journey be consistent and complementary. To represent a brand experience across multiple channels, brands must understand how and why consumers engage with each platform. Then they must convey their message and attributes consistently through the diverse capabilities of different channels.

This strategic session will share the importance of brand consistency while highlighting key tactics to remain relevant with consumers.

Dave Wendland, Vice President of Strategic Relations  
Hamacher Resource Group



---

## OTC Category Insights and Opportunities

**45 minutes**

Health & Wellness is a real growth driver for manufacturers and retailers looking to appeal to shoppers seeking to live healthier lifestyles, manage illness and combat rising healthcare costs. Few departments in retail have driven more growth than Health & Personal Care since 2011, which has generated more than \$6B in growth.

In this session Nielsen Director of Business Development Kristin Gorski will take a look at trends in consumer healthcare, provide an overview of OTC category performance - including cough/cold, analgesics and allergy categories - and provide insights on channel importance, consumer demographics and how manufacturers and retailers can collaborate to meet the needs of consumers shopping these categories.

Kristin Gorski, Director of Business Development  
Nielsen



## ECRM & Drug Store News Buyer's Choice Awards

### 15 minutes

Join us for the Buyer's Choice Awards hosted by Drug Store News. Suppliers will submit their product offering and attending buyers will cast their vote for their favorite item! First place and finalist winners will be recognized during cocktails on February 8th. To learn more about how you can participate, please contact your account manager.

