

2017 Summer 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.

Monday, July 24, 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.

Participants will visit the following retail locations:

ALDI

Winn-Dixie

Publix

Health and Wellness Today: Bridging Perishables and Center Store to Save Shoppers

45 minutes

Health and wellness has become one of the comprehensive platforms for growth for retailers across the country. Consumers are spending more and more on healthcare each year, and also spending more on those products in-store that enable them to live healthier lives. The critical question for retailers and manufacturers is how to capitalize on the health and wellness opportunity today.

In this session, Elley Symmes, Analyst with Kantar Retail, will provide an overview of key strategies that U.S. retailers are using to connect with shoppers to develop a credible partnership in health and wellness, from shelf to services. She will explore what shoppers look for as they work to live healthier lives, from diet, exercise, and more and what they expect from retailers and manufacturers in enabling them to live better.

Finally, this session will discuss approaches that retailers and manufacturers can use to provide a comprehensive health and wellness solution to shoppers that extends beyond pharmacy and perishables, capitalizing on center-store categories to simplify what has become an incredibly complex concept for shoppers to understand.

Elley Symmes, Analyst
Kantar Retail



Welcome Reception & Panel Discussion

30 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.

Tyler Barich, Category Development Director
ECRM



Buyer's Choice Awards Hosted by MMR



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