

## 2018 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.

Monday, July 16, 2018

## TABS Analytics: Trends & Opportunities In The Baby Care Category

**60 minutes**

TABS Analytics Founder and CEO Dr. Kurt Jetta will share his analysis of TABS' most recent Baby Care category trends data.

Among the topics he'll discuss are:

- Who, besides young families, are shopping baby and infant categories
- Where shoppers are purchasing within each category
- When and which shoppers purchase online vs. in-store
- Category purchase dynamics, including product types purchased within categories
- Outlet shopping patterns, with a focus on comparing online to brick-and-mortar as well as measuring non-tracked channels

Dr. Kurt Jetta, Founder and CEO  
TABS Analytics



Tuesday, July 17, 2018

## The E-Com Mom - How Moms Shop Digital, Mobile and Amazon

**50 minutes**

Join Marlea Clark, SVP Marketing & Insights at Women's Marketing for an in-depth look at how moms shop on digital and mobile, including exclusive insights from the company's proprietary research into the Amazon shopper, which reveals techniques that help brands succeed on Amazon, how Amazon search differs from traditional SEO, and how marketers can protect their brand reputation from unauthorized third-party sellers.

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



Wednesday, July 18, 2018

## ECRM & DSN Buyer Choice Awards

**15 minutes**

Join us for the Buyer's Choice Awards hosted by ECRM and Drug Store News. Suppliers will submit their product offering and attending buyers will cast their vote for their favorite product!

First place and finalist winners will be recognized during lunch. To learn more about how you can participate, please contact your Account Manager.

