



## 2019 Consumer Technology Program

### **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.

## Succeeding (Or Not) in Today's Consumer Electronics Environment



### **60 minutes**

Which consumer electronics categories are driving the industry forward, who are the winning brands and what role does retail distribution strategy play in their success? How are innovations like true wireless headphones and wireless charging injecting new energy into otherwise stagnating categories?

Products covered may include anything from cell phone accessories to smart home to headphones.

### **About Jill Aldort**

Jill Aldort is a Director at The NPD Group, focusing on wearable technology and mobile accessories. She joined The NPD Group in 2008 and has since worked closely with some of the leading companies in wearables, as well as top tier wireless carriers and accessory manufacturers to provide insights on macro trends, retail dynamics, and the competitive landscape.

Prior to joining NPD, she was a lead mobile industry analyst at Yankee Group, developing expertise in mobile Internet applications including social networking, search, and location-based services. She was also industry analyst at InfoTrends, counseling many of the largest mobile and imaging manufacturers on the transformation of mobile phones into cameras and the resulting impact on the photography industry.

She has spoken at numerous national and international conferences and has been sought by major publications such as The Wall Street Journal, BusinessWeek, Forbes, and USA TODAY.

Jill Aldort  
NPD

Tuesday, July 23, 2019

## Buyer Choice Awards

### **15 minutes**

Join us for the Buyer's Choice Awards hosted by ECRM and Levin Consulting. 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 cocktails on July 23rd. To learn more about how you can participate, please contact your ECRM Account Manager.