



## 2019 On-Premise, Bar Equipment & 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.

## TIP Session - Thought Interaction Pods

### 60 minutes

TIP, short for Thought Interaction Pods, will take place Tuesday afternoon.

The session gives participants the opportunity to discuss relevant industry topics in a round table format with fellow industry professionals sitting at the table.

**Table 1:** Robert Hayk, CEO of G&B Importers

**Topic:** As consumers become increasingly aware of their carbon footprint, what changes are to come for the adult beverage industry? This will be a discussion around what to foresee in the future of the wine/beer/spirits industry, i.e. recyclability and reusability of packaging, organic or sustainable wine making, etc.?

**Table 2:** Jonathan Cristaldi, Editor of The Tasting Panel Magazine

**Topic:** As CBD continues to expand within the market, how will it affect alcohol sales and trends?

**Table 3:** Brian E. Keyes, Senior VP Operations & Information Technology of Connor Concepts

**Topic:** Menu trends, discussion around the latest cocktail creations for your menu, what is working and what is not.

**Table 4:** Ashley Bray, Editor of Bar Business Magazine

**Topic:** Discussion of how the alcohol industry can capitalize on the "better for you" trends and lifestyles of consumers today.

**Table 5:** Eric S. Dreshbach, Director of Customer Success at Datassential

**Topic:** As modern day consumers continue to change their demands, and millennials become more of an important consumer in this space, what changes are coming in the next 10 years within the adult beverage industry in way of product assortments, merchandising, menu options and more?

Multiple Speakers  
Multiple Companies

## The Future of Drink

### 45 minutes

In the crowded beverage alcohol space how do we stand out? Changing perceptions and tastes effect how and where customers interact with and consume alcoholic beverages. From wine loyalists to global influences, we will explore what is happening next in the beverage space. Dive into the consumer habits, motivations and beverage trends that are driving us forward.



Eric Dresbach has nearly 30 years in consumer segmentation and activation experience focusing on the consumer packaged goods industry. His career has ranged from in-store merchandising activation to direct-to-consumer targeting and messaging to nearly 20 years at The Nielsen Company. At Nielsen, he spent over 10 years as a commercial leader in the BevAI practice guiding both manufacturer and distributor clients on strategy and growth opportunities. In his current role, Eric is coupling his experience with Datassential's trend identifying solutions to provide clients the vision of what is next! Eric holds a BS in Marketing from Oakland University.

Eric S. Dresbach, Director of Customer Success  
Datassential