



## 2020 Everyday and Holiday Cosmetics, Fragrance & Bath Session

### **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.

## Ways to Flex Your Social Media Muscle

### 60 minutes

Social media supports the human need for social interaction. It has the powerful ability to take a message from dozens to millions. Social media is the democratization of knowledge and information. At its best, it can transform consumers into actual journalists and producers for your brand.

Some brands thrive on social media, while others consider it a necessary evil. Those brands that do social media as a chore are doing what we call “check-the-box” social media. They need to start authentically engaging to thrive in today’s competitive marketplace.

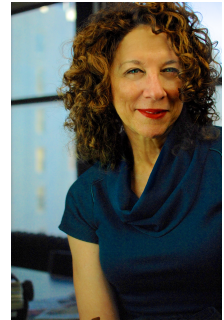
Nancy Trent is a writer and speaker, a lifelong health advocate, a wellness influencer, a globe-trotting trend watcher and the founder and president of Trent & Company, the leading wellness PR firm. Trent & Company has office in NY and LA and a client roster of products, venues, books, films, experts and lifestyle brands spanning traditional and alternative disciplines for tech, design, wellness, beauty, fitness, food and the environment.

Nancy is an investigative reporter turned PR guru with seven books under her belt. She continues to spot and spark trends wherever she goes. Today she is running publicity and social media campaigns for 50 different lifestyle clients for every member of the family in every room of the house.

Nancy has spoken at conferences around the U.S., as well as in Dubai, Bangkok, Vienna, Seoul, Hong Kong, Sydney and Melbourne. Nancy serves on the editorial boards of industry associations and magazines, and has written many how-to articles on marketing, promotion and PR that were published in all of the leading trade and business publications.

Her company gets its client’s products on celebrities, in the hands of influencers, on popular morning and day time talk shows, in national consumer lifestyle magazines as well as newspapers, online magazines and blogs and social media platforms. The firm’s national publicity and social media campaigns take messages viral and spiral, maximize awareness, enhance credibility and raise recognition.

Nancy Trent, Founder & President  
Trent & Company



## DSN Buyers Choice Awards

### **15 minutes**

Join us for the Buyers Choice Awards hosted by ECRM and sponsored by 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 cocktails on Wednesday, January 15th in Sheraton & Chicago Ballroom.

Best Room sponsored by ECRM.

To learn more about how you can participate, please contact your ECRM Account Manager.