

## 2020 Impulse, Front-End & Checklane 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.

Tuesday, January 28, 2020

#### The Nuances & Psychology Around Impulse Purchase

##### 45 minutes

John's presentation will focus on the nuances and psychology around impulse purchase. He will dig into how and why consumers engage with and subconsciously react to specific brands and products. What are key drivers in getting consumers to shop beyond their list and interact with brands spontaneously in a meaningful way. John will share current and future impulse trends to stimulate imagination and assist the audience in implementing those ideas into actionable brand building practices.

John founded Little Big Brands in 2001 with the desire to create a different kind of branding firm; dedicated to always doing what's right for clients while fostering an environment where employees can thrive and truly find balance. Under his leadership, LBB has become a force within the industry. John's 25+ career has included time spent at some of the most respected branding consultancies in the world, and he's been instrumental in successful brand initiatives for clients like Burger King, Coca-Cola, KIND, Gillette, Johnson & Johnson, Novartis, Unilever and Campbells. In 2011, he was named to GDUSA's prestigious "People to Watch" list. John is a frequent speaker both in the U.S. and internationally at industry conferences like The Dieline, the Packaged Summit and Package Design Matters, and enjoys mentoring and guest lecturing at colleges like F.I.T and Syracuse University. His work has won every major design award and is regularly featured in industry magazines, annuals, and books.

John Nunziato, Founder/Chief Creative Officer  
Little Big Brands

## Exceeding Expectations & Financial Performance by Understanding the Shopper's Need States at Checkout

**30 minutes**

Much has been written about the shopper's need for a "frictionless experience" at checkout. Recent articles have focused on the need for speed "no waiting" and "technology as the solution". Reduced wait time and ease of data input are certainly important elements of a solid customer experience at checkout. However, what about the shopper's personal need state for hydration, reward and hunger satisfaction? Why has the 6 billion dollar checkout category been largely absent in conversations surrounding a frictionless experience? Does frictionless need to include the elimination of a top 10 category in both large and small format stores?

The session will provide insights on the shopper's need states when checking out. How a true frictionless experience balances the efficient operational aspects with the availability of merchandise to meet the shopper personal "me moment". The session will share best practice designs both large and small format stores. How a balanced approach enhances the shopper's experience and the financial performance of a very important category.

Cam Cloeter, President & Founder  
Impulse Marketing Company



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## Fireside Chat with Daymond John

**60 minutes**

Daymond John will be speaking about the value of building brands.

From his wildly successful role on ABC's smash hit, Shark Tank, to his distinguished status as a Presidential Ambassador for Global Entrepreneurship, Daymond John has become globally recognized for his relentless commitment to promoting and supporting entrepreneurs.

Daymond initially made his mark as the entrepreneur and branding expert behind the groundbreaking lifestyle brand, FUBU, which has eclipsed more than \$6 billion in global retail sales. From the streets of Hollis, Queens, Daymond started a global movement from the basement of his mother's house by capitalizing on the then fledgling hip-hop culture. FUBU was a undoubtedly a key development for the streetwear market, which today is a \$20 billion industry.

Since then, Daymond has continued to challenge himself and the business world in which he operates. In 2009, Daymond was tapped by lauded television producer,

Mark Burnett, to join the cast of a new business-reality concept, Shark Tank. Now, after 9 seasons, 4 Emmy Awards, multiple Critic's Choice Awards and millions of dollars in investments, the show has become one of the most successful business reality series of all time. Over the course of the series, Daymond has been a mainstay of the cast of Sharks and is now affectionately referred to as, "The People's Shark."

Resolved to share his hard learned lessons – from major successes and failures – Daymond has written four books, and become a 'New York Times Best-Selling Author'. While his previous books, Display of Power and The Brand Within were national best-sellers, The Power of Broke (2016) and Rise And Grind: Outperform, Outwork, and Outhustle Your Way to a More Successful and Rewarding Life (2018) are the only New York Times best-selling books from any of the Sharks.

Beyond the brands, the television series and the books, Daymond's commitment to entrepreneurship has been celebrated on a global level. In 2015, he was named a Presidential Ambassador for Global Entrepreneurship and was part of an exclusive group who joined President Obama at the Global Entrepreneur Summit in Kenya. In March of 2016, Daymond accompanied The President on his historic trip to Cuba, which represented the first time a sitting US president visited the island since Calvin Coolidge in 1928.

One of Daymond's proudest accomplishments is his continued fight against dyslexia. He has worked with the Yale Center for Dyslexia and he currently sits on the advisory board of Understood.org. Daymond has embraced his affliction allowing it to be a catalyst for his career as a highly sought after public speaker and author.

As a dynamic speaker with more than twenty-five years of proven business experience, Daymond has become one of the most highly sought after speakers in the country. He regularly speaks at Fortune 100 companies, conferences, universities, and independent businesses alike. Whether he's speaking about entrepreneurship, marketing & branding, financial literacy or goal-setting strategies, Daymond's high energy presentations give audiences relatable advice and practical takeaways. Daymond has delivered keynote Daymond John 2018 Bio speeches for organizations such as General Mills, Johnson & Johnson, Samsung, AT&T, Yale, Georgia State University, Purdue University and dozens more.

A recipient of more than thirty-five awards, including the Brandweek Marketer of the Year and Ernst & Young's Master Entrepreneur of the Year, Daymond serves as CEO of the brand consultancy, The Shark Group, which specializes in brand strategy and development, artist relations and talent development. Under Daymond's leadership, The Shark Group has rewritten the script on how companies, brands and products can seamlessly work together to yield a sum greater than its parts. The Shark Group works with a wide range of businesses and brands, including Capital One, HSN, Forbes, Miller Lite, Gillette, Shopify and Infusionsoft and superstars such as Muhammad Ali, the Kardashians, Pitbull, Stan Lee, Carlos Santana, Jillian Michaels and others.

Daymond John, Founder/CEO of FUBU; Star of ABC's Shark Tank and CEO of The Shark Group  
DJ Speaks

Thursday, January 30, 2020

## Buyers Choice Awards

### **15 minutes**

Join us for the Buyers Choice Awards hosted by ECRM. 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 Thursday, January 30th.

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