

## 2020 Latin America Health & Beauty Care 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.

Monday, November 9, 2020

#### Road to Retail: Prepping for your Virtual Buyer Meeting

**(This video is available for session participants in the Thought Leadership section of ECRM Connect and the prep site)**

Bruce Montgomery and Tracey Priest each have a wealth of experience in working with CPG brands to get their products on the shelf. In their work with emerging brands, they realized that many of them faced similar challenges in engaging with retail buyers. To help these brands to better navigate the path toward success on the shelf, Bruce and Tracey developed a series of insights based on interviews with buyers from a dozen top retailers across food, drug, mass and club that outlined some key insights based on those buyers recommendations.

In this video, they discuss some key items to address when you are prepping for your upcoming buyer meetings.

To see their four webcasts in the Road to Retail Series, visit:  
<https://ecrm.marketgate.com/Blog/2020/07/The-Road-to-Retail-How-Emerging-Brands-Can-Get-on-the-Shelf>

**To contact Bruce and Tracey, email: [roadtoretail@gmail.com](mailto:roadtoretail@gmail.com)**



Bruce Montgomery and Tracey Priest  
Road to Retail

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## The Impact of Covid-19 in the Mexican Retail Industry

Watch this pre-recorded presentation given by Julio Capuano to learn more about the impact of COVID 19 on the Mexican Retail Industry. This video will cover the below topics in detail. For program participants, Julio will be available in the ECRM Lounge for a Q&A on November 10th and 11th from 1:00pm - 1:30pm.



- Current Retail environment in Mexico
- How Covid-19 has impacted the retail industry in the country
- Challenges in the retail industry
- New Consumer Demands & Trends across categories

Julio Capuano  
Enlace Corporativo

Tuesday, November 10, 2020

## Why is it dangerous to build and monitor a Business on "Percentages"?- aka Base Effect

Because percentages rely on 2 indicators, one divided by the other, and shows a correlation between 2 facts, this shouldn't be a means to monitor a Business. percentages in the example detailed in the video, may show you a different reality of your sales. Use absolutes, not percentages.



Yoan Montolio, Fundador & CEO  
Yucca Retail Consulting

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## Why most Innovations don't make it in the Retail

The Retail channel is a Mass Market, Listing Periods/slots per retailer have to be respected and aligned in the Innovation Launch Plan. Launching Media without enough Weighted Distribution will dilute the investment effort. Incremental Innovation fulfilling a need is the only one that matters.

Yoan Montolio  
Yucca Retail Consulting



Wednesday, November 11, 2020

## Buyer's Choice Award

### **10 minutes**

Join us for the Buyers Choice Awards! Suppliers will submit their product offering and attending buyers will cast their vote for their favorite product!