

## 2020 On-Premises Adult Beverage 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.

Thursday, August 13, 2020

#### Spirits Speed Tasting Webinar

**90 minutes**

This interactive webinar will be a tour of the globe tasting eight different spirits brands. Our moderator, Jonathan Cristaldi, Editor-at-Large for The Tasting Panel magazine will have a conversation with each distiller/producer who will educate us on production, style of spirit, and flavor profile of their respective brand. You can ask questions while you taste along with us on this fast-paced WEBINAR.

(The first 40 qualified on- or off-premise beverage buyers who sign on will also receive samples in advance to taste along during the event)

The seminar, along with buyer notes submitted will be translated into a print article in the November/December issue of The Tasting Panel Magazine as well.

[Click here to register](#)

Jonathan Cristaldi, Editor-at-Large  
The Tasting Panel Magazine

Wednesday, August 19, 2020

## Wine Webinar: Big Names on Campus

**90 minutes**

**The Tasting Panel magazine** will introduce you to the producers behind seven national brands – both global and domestic – that have a unique story to tell about their respective terroir, winery focus and wine profile. The first 40 qualified on- or off-premise beverage buyers who sign on will also receive samples of the participating wines, and can taste along, and take notes during the webinar.

The seminar, along with buyer tasting notes submitted will be translated into a print article in the November/December issue of The Tasting Panel Magazine as well.

[Click here to register](#)

Lars Leicht, VP of Education  
The Tasting Panel/Somm Journal

Monday, August 24, 2020

## Marketing & PR Strategies: Getting Celebrities to Endorse Your Brand

Public Relations expert and Founder of Trent & Company Nancy Trent discusses how brands can work with celebrities, influencers, industry experts and customers to help spread the word about their brands.

Nancy Trent, Founder & President  
Trent & Company



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## Marketing & PR Strategies: Leveraging Local Media to Drive Brand Growth

In this video, public relations expert and Founder of Trent & Company Nancy Trent discusses the value of local publicity for brands, as well as how to best engage local TV, radio, magazines, newspapers, blogs and influencers.

Nancy Trent, Founder & President  
Trent & Company



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## Marketing & PR Strategies: Adapting Your Message to Key Industry Trends & Issues

In this video, public relations expert and Founder of Trent & Company Nancy Trent discusses how brands can develop a message that is contextually relevant to key industry trends and issues.

Nancy Trent, Founder & President  
Trent & Company



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## Marketing & PR Strategies: Ageless Marketing

In this video, public relations expert and Founder of Trent & Company Nancy Trent discusses how to market your product across different age demographics with a strong and cohesive message.

Nancy Trent, Founder & President  
Trent & Company



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## Marketing & PR Strategies: Keeping Buyers Happy

In this video, public relations expert and Founder of Trent & Company Nancy Trent discusses how brands can drive consumer demand and keep buyers happy via marketing and public relations efforts



Nancy Trent, Founder & President  
Trent & Company

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## ECRM Roundtable Recap: Merchandising Best Practices for Adult Beverage Retailers & Brands (Will Phillips)

Adult beverage merchandising and activation best practices was one of the roundtable topics held yesterday during the ECRM Global Wine, Beer & Spirits Virtual Session, and moderated by Will Phillips, Founder & CEO of The Phillips Consulting Alliance. In this video, we discuss some key takeaways from his roundtable discussion, including:



- How retailers and brands are accommodating increased demand
- Consumers' preference for larger pack sizes
- Secondary merchandising displays
- The need for brand activation and driving shopper intent via social media and targeted ads

Will Phillips, Founder & CEO  
The Phillips Consulting Alliance

## TIP Session - Thought Interaction Pods

### **40 minutes**

TIP, short for Thought Interaction Pods, will take place Wednesday 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.

#### **Ashley Bray, Editor, Bar Business Magazine**

Alcohol TO GO, here just for COVID or here to stay? Discussion around if this is good for business, and how operators grow sales with to go alcohol options.

#### **Joseph Tarnowski, VP of Content, ECRM**

Discussion around what innovative things bar owners, restaurants, and retailers are doing to grow sales during these trying times, and which of those are working/not working- here to stay?

## On-Premise Adult Beverage TIP Roundtable Video Recap

Bar Business Magazine's Ashley Bray and ECRM's Joseph Tarnowski discuss key takeaways from each of the Thought Interaction Pod roundtable discussions they moderated.



Here were the topics discussed in each roundtable:

**Moderator: Ashley Bray, Editor, Bar Business Magazine**

Alcohol TO GO, here just for COVID or here to stay? Discussion around if this is good for business, and how operators grow sales with to go alcohol options.

**Moderator: Joseph Tarnowski, VP of Content, ECRM**

Discussion around what innovative things bar owners, restaurants, and retailers are doing to grow sales during these trying times, and which of those are working/not working- here to stay?

Ashley Bray, Editor  
Bar Business Magazine