

## 2020 Specialty Diets & Healthy Foods - Perimeter of Store 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, August 17, 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



## TIP Session - Thought Interaction Pods

### 25 minutes

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

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

#### **Moderator: Wayne Bennett, SVP of Retail, ECRM**

More cooking at home vs. dining out- how to win that trip? Discussion around what retailers and brands are doing to help capitalize on the cooking at home trend today?

#### **Moderator: Nancy Trent, President, Trent & Company, Inc.**

In wake of COVID-19, many more people are now looking at their health, and how to keep their immune system up, what does this mean for the "better for you" products? Discussion around where the industry will be 3-5 year from now.

#### **Moderator: Larry Levin, Executive Vice President, IRI**

Sustainability & Recycling: As we see more and more retailers taking a stance on sustainability, what changes are still to come? (packaging, partnerships, options, pricing etc.)

## ECRM Roundtable Recap: Sustainability & Recycling (Larry Levin, IRI)



ECRM's Joseph Tarnowski and IRI's Larry Levin discuss some key takeaways from the Thought Interaction Pod roundtable he moderated on the topic of sustainability, recycling, and the consumer demand for products that are better for the planet.

Larry Levin, EVP of Market & Shopper Intelligence  
IRI