

2020 Hemp/CBD 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.

Saturday, August 22, 2020

The Impact of COVID-19 On CBD Retail

The global pandemic has significantly impacted many industries around the world. CBD is not immune to the negative economic impact of COVID. There have been, however, key market and consumer shifts over the past few months which indicate strong potential for the US CBD market. Learn about these shifts and what brands and retailers can do to get ahead.



For more information, visit the Brightfield Group website: www.brightfieldgroup.com/

Bethany Gomez, Managing Director
Brightfield Group

The Next Generation of CBD Products

Innovation in the CBD industry has exploded over the past year and has not slowed down due to the pandemic. The evolution of the CBD industry, along with where its headed, can be seen in the latest products with targeted branding, accurate dosages, and familiar form factors. Get a better understanding of the lifecycle of CBD products and how the 2nd generation of CBD is shifting the tone of a growing industry.



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