2021 Consumer Technology 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, March 8, 2021

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

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Bruce Montgomery and Tracey Priest
Road to Retail