

2021 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.

Tuesday, August 24, 2021

The Speed Tasting Event

120 minutes

Each supplier will be given a scheduled 4 minute time slot to present 1 product to a group of buyers. The buyers will sample the products and can vote for their favorite. If you register, you will be sent samples (directly from the sellers) prior to the speed tasting and are expected to join the presentations that will be slotted on your meeting schedule 4-6pm EST. This will be in addition to 1-on-1 meetings.

Navigating the numbers in the recovery phase of the pandemic

As we look back on 2020, extraordinary extremes occurred as on-premise volume plummeted, while off-premise volume sky-rocked to unprecedented levels. To make sense of the trends as we lap those unique months of 2020, NielsenIQ will walk through key trends as we enter the tail end of the pandemic and recovery phase, and will share insights into what can be expected in the coming months.

Kaleigh Theriault, Client Manager - Beverage Alcohol
NielsenIQ

