



## 2022 Contract Services Session for Beauty, Skin, Personal Care & CBD Brands

### **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.

## Unique Elements of Branding & Packaging Design for Emerging Brands in Retail

**60 minutes**

When you're NEW to the retail shelf and competing for sales your branding and packaging artwork is what will GRAB attention! Branding matters MORE when you're small because you have to educate your customer.

What works in retail is DIFFERENT than what works online. What do you need to keep in mind when designing packaging for retail to rock?

Join us for this workshop exclusively created for ECRM on the "unique" packaging design elements you must know for retail.

We will cover these topics:

- i. **Branding for Retail – colors, fonts and images that work**
- ii. **Structural Packaging** for retail
- iii. **Packaging Artwork**
- iv. **Point of Sale Display Packaging**
- v. **Master Carton Packaging**
- vi. **Building your repeat buyer**

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