



2023 Diversity & Minority Owned General Merchandise 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.

Thursday, March 9, 2023

New Vendor Webcast - Diversity & Minority Owned

60 minutes

During the Roundtable, the Client Success Management team will go over the program preparation process and getting ready for meetings, using the Connect Platform, and discussing the Follow Up process.

Caroline Bernitt
ECRM

On-Demand Presentation: How to Win at Retail with Multicultural Growth Audiences (Brian Owens, VMLY&R)

30 minutes

During this presentation, Brian Owens, SVP, Commerce Strategy and Inclusive Commerce for VMLY&R discusses how retailers can effectively include cultural aspects of their markets into their category level planning.

Among the topics he discusses are:

- How cultural movements affect companies, their people and their products
- The importance of growth audience category understanding
- Addressing today's complex shopper path to purchase

He also highlights some retailers that have seen great successes in weaving cultural factors into their category planning.