



## 2023 Beverage, Summer 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.

## TIP Session - Thought Interaction Pods

### 60 minutes

#### **Monday, July 31 5:30 PM - 6:30 PM**

TIP, short for Thought Interaction Pods, will take place Monday evening.

This is a great networking event giving participants the opportunity to discuss relevant industry topics in a round table format with fellow industry professionals sitting at the table.

**Conscious Consumers-** *Olga Preston, Manager of Business Development, Retail Partnerships, Fair Trade USA*

- Issues and solutions around sustainability

**Thriving & growing in a challenging environment-** *Daniel Scharff, CEO, Machu Picchu Energy*

- Discuss ways emerging brands are finding success
- Highlight relevant best practices and tactics

**Chat GPT /AI-** *Wayne Bennett, SVP of Retail, ECRM*

- How will this transform the category line review process?
- How will/are retailers embracing?
- How will/are suppliers embracing?

**How to make the center store exciting again?** *Joe Tarnowski, VP of Content, ECRM*

- Discuss innovative concepts and ideas
- Examples of how other areas of store have transformed

## Consumer Insights for Center Store Success: NielsenIQ

**35 minutes**

**Tuesday, August 1 - 12:40 PM - 1:15 PM**

Join Patrick R. Dougherty, from NIQ to understand the latest consumer trends across the grocery store, from wellness to inflationary impacts, and how consumers' purchasing behavior continues to evolve across center store categories. Audience members learn key drivers shaping demand and how to drive category growth in the coming year.



Patrick R. Dougherty, Director Small Business Acquisition | Grocery  
NielsenIQ