

2024 Convenience 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, January 29, 2024

Small basket, big opportunity: Trends and growth drivers in the convenience channel

35 minutes

Scott Love, Principal Retail, Circana, shares insights into convenience channel shoppers, changing traffic patterns, and how to get assortment just right.

Scott, Love, Principal Retail
Circana



Roundtables

45 minutes

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.

Over the 45 minutes, participants can choose a table with an assigned topic to discuss. After 20minutes we will pause and ask everyone to switch to a second table topic.

Topic 1: How Brands & Operators win in Cstore Channel. **Scott Love, Principal Retail, Circana**

Topic 2: Key Trends in Convenience & Impulse. **Katie Ehlers, Associate Director-Small Business Acquisition, NielsenIQ**

Topic 3: Food & Beverage as Medicine, discussion around the future of functional beverage. **Wayne Bennett, SVP of Retail, ECRM**

Topic 4: Shopper preferences from personalized experiences, technology, discounts, and more. **Cairon Moore-Simms, Associate Director, University of Colorado at Boulder**

Topic 5: What Makes an Impulse Product Fly Off the shelves?" **Joseph Tarnowski, VP of Content, ECRM**

Interested in being a moderator? Contact Sarah Davidson at sdavidson@ecrm.marketgate.com