

## 2024 Beverage, Winter 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



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## 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](mailto:sdavidson@ecrm.marketgate.com)

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## Beverage Sampling Experience

### 150 minutes

Join us for the Beverage Sample Experience on Monday evening during dinner!

Suppliers will submit their product offerings. All attendees will have the chance to sample while getting to network. For more information about how you can participate please contact your Client Success Manager.

**\*\*Please Note\*\* Vendor setup starts at 6:30 PM. Limit one product per vendor.**

Tuesday, January 30, 2024

## Impulse, Retail Panel Discussion

### 60 minutes

**Tuesday, January 30, 2024 | 5:30pm - 6:30pm**

Join us for an engaging panel discussion with key retailers, including Walgreens and Ace Hardware, as we delve into the dynamic world of impulse items. We will dig into a recent study that examined the emotional side of impulse purchases, and what affects our decision making process. We will also explore standout examples of successful impulse items, discover strategies for selecting and promoting them to boost sales, and gain valuable insights into the impact of these items on overall sales. Uncover the common challenges faced by retailers and the innovative solutions they employ to overcome front-end and impulse item-related obstacles. Don't miss this opportunity to gain actionable knowledge and enhance your retail game.

Moderated by Wayne Bennett, SVP, Retail Enterprise Solutions, ECRM/RangeMe