2024 Consumer Technology 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.

Tuesday, August 6, 2024

Break through the eCommerce Noise: Product Trends to Revitalize your Online Sales Strategy



60 minutes

Whether you are a retailer or brand/manufacturer, it has never been more important to provide shoppers with the best possible product information to enable buying decisions.

Join NIQ/GfK to get expert advice on how to make your online product(s) break through the noise in a competitive market. This session will cover the latest eCommerce trends that have proven successful to attract and engage online shoppers.

You will leave this session with a revitalized eCommerce playbook and guidance on how to implement these ideas today.

Lloyd Wood, Director, Sales & Market Insights - GfK Etilize, Brian Hayes, Director of Enterprise Sales – GfK Etilize
NielsenIQ

Buyers' Choice Awards

30 minutes

Join us for the Buyers' Choice Awards! Suppliers will submit their product offering and participating buyers will cast their vote for their favorite product!