2024 Personal Care 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, July 15, 2024

Growth Drivers for Health & Baby in the Omnichannel Landscape



45 minutes

Join NIQ's Mike Galaburda and Yvonne Buisson as they explore the key growth drivers for Health & Baby categories in the omnichannel landscape. This session will provide the Full View™ on the factors influencing consumer demand across both brick & mortar and online channels. By joining, you will gain insights into evolving purchasing behaviors, future growth opportunities, and the strategic levers successful brands use to win with consumers today. Focusing on Personal Care, Health, and Baby & Infant categories, this session will equip manufacturers with actionable strategies to thrive in a competitive market.

Yvonne Buisson and Mike Galaburda
NielsenIQ

The Bristol Farms Advantage: Insights for Suppliers



35 minutes

In this Fireside Chat with Bristol Farms Senior Natural Living Category Manager Darren Viscount, we will discuss what it's like to do business with Bristol Farms, what type of product innovation works within this environment, and what every supplier must have to do business with this growing Southern California retailer.

Darren Viscount, Senior Natural Living Category Manager
Bristol Farms

Buyers' Choice Awards

30 minutes

Join us for the Buyers' Choice Awards hosted by ECRM and Drug Store News! Suppliers will submit their product offering and participating buyers will cast their vote for their favorite product!