

## 2024 European 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.

Tuesday, October 15, 2024

#### Walmart Stores Inc: Fireside Chat: Doing Business with Walmart

**45 minutes**

This session will cover key trends in the beauty and health sector, how Walmart differentiates itself, and recent product innovations that align with its strategic goals. Participants will gain a deeper understanding of Walmart's global sourcing criteria, learn from successful supplier case studies, and discover strategies for navigating Walmart's omnichannel approach. The role of technology, data, and people in Walmart's culture will also be explored, providing suppliers with actionable tips for fostering effective partnerships.

Paula Ryan, Director- Sr Director (DMM) of Omni Merchandising, Beauty & Sun Care and Mary Walker, Director- Vitamins & Supplements