2025 Impulse, Front-End & Checklane 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.

Thursday, January 9, 2025

ECRM Meetings: Building Expectations for Success

60 minutes

Thursday, January 9, 2025 | 1:00 PM - 2:00 PM

IN THIS HIGH-ENERGY SESSION YOU WILL LEARN:
– How to get more done in less time by fine tuning your systems and processes.
– How to close like a Pro.
– Crystalize your goals and map out your maximum earning potential.
– Learning to answer objections before they come up.
– Tips for developing a Top Producer mindset to help keep yourself motivated every day.
– Create strategies for overcoming creative avoidance.

After spending 20 years in sales management and brand building, Eliot discovered a passion for life coaching and its countless elevating effects. As soon as he could, he became a licensed coach and began to help people overcome life's obstacles—whether it be work, family, or health. Today, Eliot is a professional Sales and Leadership Coach for Southwestern Consulting. Translating his passion for life into a successful sales career and coaching practice, he now helps other people identify what they want and take the steps necessary to make it happen.

Eliot Spiegel
Southwestern Consulting

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 20 minutes we will pause and ask everyone to switch to a second table topic.

Topic 1: How Brands & Operators Win in the Convenience Channel

Topic 2: Consumer Spotlight- Discussion around today's shopper, and how best to serve their needs and wants

Topic 3: Driving excitement in Convenience stores- Discuss innovative concepts, best practices, and ideas as well as key trends in Convenience & Impulse

Moderator: John Keigher, CEO, Top Fox

Topic 4: Achieving growth beyond inflation- Price, distribution, promotion, trends, what does it take to win in today's environment

Moderator: Cairon Moore, Associate Director, Campus Dining Services, University of Colorado Boulder

Topic 5: What Makes an Impulse Product Fly Off the Shelves?

Moderator: Jeff Garlow, Vice President of Sales, Drug Store Management

Interested in being a moderator? Contact Lisa Burkart at lisa.burkart@rangeme.com

Buyers' Choice Awards

30 minutes

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

Sip & See Cocktail Reception

75 minutes

Opportunity for all suppliers to showcase their products to all attendees, in a fun, social and interactive environment.

Fireside Chat with Carmine Denisco, President, United Innovators Association

45 minutes

Wednesday, February 4th | 1:00 PM - 1:45 PM

From Prototype to Retail Shelf: What Inventors Really Need to Win

Turning a great idea into a product on the retail shelf takes more than passion and a patent. In this fireside chat, Carmine Denisco, President of the United Inventors Association, joins Wayne Bennett to walk through the real-world journey from first prototype to in-market success.

We'll unpack what inventors must have in place at each stage: smart validation before you spend, practical IP strategy, realistic costing and pricing, retail-ready packaging and branding, and the operational basics buyers expect. Carmine will share common mistakes that stall promising inventions—and the moves that separate hobby projects from scalable businesses.

Inventors will leave with a clear, honest roadmap and tangible next steps to get closer to the shelf.