2026 Hair Care & Multicultural Hair 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.

Ahead of the Curve: Custom Insights for Retail Success



120 minutes

Monday, May 4th | 3:30 PM - 5:30 PM

This is an interactive session where we share valuable insights tailored specifically for the ECRM Hair Care Session. This session will revolve around Retail Resilience and unlocking consumer centric strategies to adapt to market shifts with confidence

In this session, participants will tap into the retail and market expertise provided by SSI, focusing on data-driven insights and strategies specifically designed for the hair care industry. Gain a front-row seat to understanding market trends and consumer behavior, enabling you to make informed decisions and adapt to the evolving landscape of hair care.

The SSI Pathways Session will cover:

1. **Deep Market Insights & Industry Trends:** In addition to sharing feedback, we will present industry expertise and trends that impact both brands and retailers.
2. **Strategic Solutions**: Equip yourself with actionable strategies that can be implemented immediately to enhance your brand's performance.
3. **Practical Discussion:** Engage in meaningful conversations with industry peers, sharing best practices and innovative solutions.
4. **Present Custom Research Findings:** The session will culminate in sharing the results of the custom research conducted specifically for the ECRM session, providing actionable insights for all participants.

Romina Brown
Strategic Solutions International

Supplier Spotlight

60 minutes

During the entire week, we'll feature Supplier Spotlights, a showcase where participating suppliers can spotlight one standout product (shelf-stable products or packaging only) for buyers to check out and vote on their favorites. It's free to participate for suppliers, and a great way to spark conversations and get your brand noticed right from day one. Buyers, be sure to stop by to check out and vote on the featured products throughout the reception!