

## 2025 Convenience 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

## Innovating Convenience: Data-Driven Strategies for C-Store Success

**60 minutes**

Explore the evolving landscape of convenience stores, where innovation and customer experience drive in-store success. During this session, NIQ's Marcelo Fazio will explore the latest in-store trends and insights for CPG brands, highlighting how data-driven strategies can enhance product placement, optimize assortment, and elevate shopper engagement within the C-store environment. Tailored for CPG professionals, this session reveals emerging consumer behaviors and how to leverage them to drive decision-making and maximize brand visibility in an ever-evolving convenience landscape. Join us to discover actionable insights that can empower your brand to thrive in the C-store channel.



Marcelo Fazio, Director Beverage Vertical  
NielsenIQ

## 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](mailto:lisa.burkart@rangeme.com)