



2026 Cough, Cold, Preventative & Allergy 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, January 12, 2026

Supplier Spotlight

60 minutes

Kick off the session in style! During our opening cocktail reception, we'll feature *Supplier Spotlights*, a showcase where participating suppliers can spotlight one standout product for buyers to check out. 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 and check out the featured products throughout the reception!

Commerce Is the New Creative - What OTC Challenger Brands Know That Legacy Players Don't

40 minutes

This ECRM Cough & Cold education presentation highlights how the CPG commerce playbook has fundamentally shifted. We'll show why today's winning OTC brands look nothing like the incumbents that dominated the aisle a decade ago — and what that means for retailers and manufacturers moving forward



Brian is the US Shopper Marketing Lead for CPG Integrated, driving commerce strategy and retail shopper marketing activations for Vivunt Pharmaceuticals across its Notts and Axiv pain, digestive health, and respiratory OTC brands. Previously, Brian was Managing Director of Strategy & Demand Creation at the BAV Group. Earlier, he was Senior Vice President of Global Health & Wellness Insights at Kantar Retail,

Brian began his career in commercial and marketing leadership roles with Reckitt Benckiser, Procter & Gamble, and Gillette, after serving as a financial analyst at Lockheed Martin.

He earned his MBA from George Washington University and his BA from Colgate University. Brian is Co-Founder of Nonprofit, The Black and Brown Collective (BABCO), and his superpowers reside in the C-level advising of retail insights, brand positioning, go to market commerce strategy, omnichannel/retail media growth mapping, and competitive white space analysis project work.

Brian Owens, U.S. Shopper Marketing Lead
CPG Integrated

Spark Conversations: Interactive Learning & Networking Experience

60 minutes

SPARK Conversations: Learn. Meet. Win.

Turn trending insight into action at this fast-paced happy hour and roundtable.

Enjoy rapid-fire lightning talks from 3 industry experts and peer discussions over a fun SPARK game that gets everyone connected and talking. Bring your questions, your curiosity, and your cocktail!

Tuesday, January 13, 2026

5:45 PM bar opens • 6:00–7:00 PM event

Topics: Brand & Packaging Design | Retail Data | Funding

Hosted by ECRM and created by Emily Anne Page, CPG Business Growth Consultant and founder of [START to SOLD](#) and [Pearl Resourcing](#), this event blends insight, interaction, and fun before the sessions officially begin.

Connect with Emily on [LinkedIn](#) and discover how she helps brands grow from START to SOLD.