

## 2026 Pet 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, October 26, 2026

**AI, Algorithms, and TikTok Vets: Who Pet Parents Trust Now****40 minutes**

Pet parents aren't starting on Google anymore. They're asking AI, scrolling TikTok vets, and quietly tuning out the reviews they suspect are fake. So who actually closes the sale in 2026? PTPA went straight to its community to find out. Sharon Vinderine shares never-before-released data on where pet parents turn first, who they believe, who they've stopped believing, and a generational split that will reshape how you think about Gen Z. Brands leave knowing where to invest. Retailers leave knowing what to merchandise.

Sharon Vinderine, Founder & CEO  
Parent Tested Parent Approved