



ECR IRELAND MONTHLY SHOPPER INSIGHTS WEBINAR

EVERY LAST WEDNESDAY

WEDNESDAY 22 FEB



ANTI-TRUST CAUTION

ECR Community will not enter into any discussion, activity or conduct that may infringe, on its part or on the part of its members and participants, any applicable competition laws. By way of example, members and participants shall not discuss, communicate or exchange any commercially sensitive information, including non-public information relating to prices, marketing and advertisement strategy, costs and revenues, trading terms and conditions with third parties, including purchasing strategy, terms of supply, trade programmes or distribution strategy.

This applies not only to discussion in formal meetings but also to informal discussions before, during or after meetings.



ECR IRELAND MONTHLY SHOPPER INSIGHTS WEBINAR

Paul Kennedy, Client Lead, Ireland, SymphonyAI
Inflation: Driving Shopper Segment Migration

Joe Connolly, Consumer Insight Director, Kantar
Update on how shoppers are coping with inflation

**Andrew Johnston, Ireland Country Manager &
Client Service Director UK, Advantage Group**
How do Retailers and Wholesalers evaluate
Manufacturer capability on Category Management
and Shopper Marketing



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ECR CO CHAIRS



**EDEL
RUSSELL**



**HELEN
KENNY**

ECR STEERING GROUP 2023

Edel Russell, Insight & Innovation Director, Musgrave Ltd.	Helen Kenny Deputy CEO Green Isle Foods	tbc Tesco Ireland	tbc The Maxol Group
Eoin Butler Replenishment Director MRPI	Jim Cummins Nat Acc Director Irish Distillers Pernod Ricard	Kavita Hans, Commercial Director Diageo	Oswaldo Quiros Commercial Director Pilgrim Food Masters
Ruth Hankin Head of Cat & Channel Heineken	Miriam Walker Hd of Retail & Wholesale Glanbia Foods	Dee Cunniam, Head of Category & Shopper Strategy, Britvic	Hugh Byrne, Grocery Channel Controller, Mars
Sarah Love MD Goosebump	Eoghan Phelan MD V360	Katy Winter Head of Ireland Dunnhumby	Karen Mooney Ireland Market Leader Nielsen IQ
Christopher Hill, Ops & Dev Director, Foodcloud	Colm O'Brien Director, Solutions - Global Consumer Industry, IBM	Ciaran O'Reilly, Industry & Engagement Manager, GS1 Ireland	Declan Carolan, GM, ECR Ireland

MEMBERSHIP 2023

Retailers & Suppliers	<50 employees €1,650	>50 employees €2,150
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Service Providers	<5 employees €550	>5 employees €2,150
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ECR Ireland membership is competitively priced.

Membership is on a company wide basis.

Employees are on a global basis.

Prices ex VAT.



ECR IRELAND CALENDAR 2023	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ECR Steering Group		09	09		11				07		09	
Shopper Insights Webinars	25	22	29	26	31	28		30	27	25	29	
Shopper Workshops & Store Tours		02		20		22					23	
Digital Path to Purchase Web's			07		09				05		14	
Supply Chain Focus Group			08	25					19		07	
Sustainability Action Group			23		25				14		16	
Inclusion & Diversity Share Group			21			15		31		12		
ECR Comm Global Cat Man Network												
ECR IRELAND CONFERENCES					Heroes				Shop Conf & Awards 28			



















ECR IRELAND MONTHLY SHOPPER INSIGHTS WEBINAR

**KEEPING PACE WITH RAPIDLY
CHANGING IRISH SHOPPER BEHAVIOUR**

EVERY LAST WEDNESDAY



Monthly Shopper Insights Webinar - Schedule

DATE	THEME	PRESENTERS		
1. Jan 25	General			
2. Feb 22	General			
3. Mar 29	Sustainability			TBC
4. Apr 26	Price / inflation			TBC
5. May 31	General			TBC
6. Jun 28	Lifestyle			TBC
7. Aug 30	General	TBC	TBC	TBC
8. Sep 27	General		TBC	TBC
9. Oct 25	General		TBC	TBC
10. Nov 29	General	TBC	TBC	TBC

From 09.00 – 10.15



ECR SHOPPER CONFERENCE & AWARDS 2023

SHOPPER MARKETING AWARD

sponsored by Goosebump

CATEGORY MANAGEMENT AWARD

sponsored by Shopper Intelligence

DIGITAL PATH TO PURCHASE AWARD

sponsored by V360

THURSDAY 28
SEPTEMBER 2023





ECR SHOPPER WORKSHOPS

**PHYSICAL WORKSHOPS TO RECONNECT
DEMAND SIDE PRACTITIONERS THROUGH
PEER-TO-PEER FORUMS & INSIGHT
PRESENTATIONS**

QUARTERLY



ECR IRELAND SHOPPER WORKSHOP

**“INFLATION -
HOW IT AFFECTS CONSUMER CHOICES”**

**INSIGHT PRESENTATIONS +
BREAKOUT GROUP DISCUSSION**

THURS 02 FEB @ BORD BIA



BORD BIA
IRISH FOOD BOARD



**Shopper
Intelligence**
Understand. Influence. Lead.

AGENDA

- 09.15 WELCOME & INTRODUCTION
- 09.30 GRACE BINCHY, INSIGHT & TRENDS SPECIALIST, BORD BIA
"INFLATION IMPACT – FEELING THE PINCH"
- 10.20 COLM ROONEY, SHOPPER INTELLIGENCE
TRACKING IRISH GROCERY SHOPPERS' BEHAVIOUR DURING INFLATIONARY TIMES
- 10.45 BREAKOUT GROUPS

BORD BIA
IRISH FOOD BOARD



Shopper Intelligence
Understand. Influence. Lead.





ECR SHOPPER WORKSHOPS

Apr 20 – Changing Lifestyle & Category Shifts

**Jun 22 – Focus on 2 areas of changing shopper behaviour
(E.g. Premiumisation & Gen Z)**

Nov 23 – The impact of sustainability on consumer decision making





ECR DIGITAL PATH TO PURCHASE WEBINARS

THE BI-MONTHLY WEBINARS HAVE THE OBJECTIVE OF KEEPING TRADING PARTNERS IN TOUCH WITH THE LATEST DEVELOPMENTS & TRENDS INTERNATIONALLY & AT HOME.

QUARTERLY

Using DIGITAL to successfully influence consumers & shoppers along the Path to Purchase.



ECR DIGITAL PATH TO PURCHASE WEBINARS

Tue 07 Mar, 09.30 – 10.30

Digital Consumer Engagement

How retailers & manufacturers can engage consumers and drive sales on the digital path to purchase.

The Power of Gamification

Why gamification is one of the hottest trends in marketing and how retailers and brand manufacturers can effectively use gamification marketing to increase engagement and drive sales.

Eoghan Phelan - Managing Director, V360°

Unlocking the Power of Email Marketing for Consumer Brands

A comprehensive overview on the trends, tools, and strategies you need to effectively connect with your audience, drive engagement, and boost your bottom line

Jack O'Connor, Head of Digital – Weblogic



Using DIGITAL to successfully influence consumers & shoppers along the Path to Purchase.

ECR DIGITAL PATH TO PURCHASE WEBINARS

Mar 07 - Digital Consumer Engagement

How retailers & manufacturers can engage consumers and drive sales on the digital path to purchase.

May 09 - Digital Commerce

Latest trends and developments across the digital commerce landscape that are driving its growth.

Sep 05 - Retail Media

Latest trends in retail media globally as well as taking a closer look at the Irish retail media landscape.

Nov 14 - Digital Customer Experience

How new technologies are enhancing the retail experience for customers, both online and in physical stores.



Using DIGITAL to successfully influence consumers & shoppers along the Path to Purchase.



ECR SUSTAINABILITY ACTION GROUP

THE ECR SUSTAINABILITY ACTION GROUP WILL PROVIDE A PEER-TO-PEER SUPPORT GROUP FOR HEADS OF SUSTAINABILITY TO WORK TOGETHER & ENGAGE.

QUARTERLY

Share best practices, new trends, upcoming legislation and international developments



**FOR SUPPLY SIDE
SUSTAINABILITY
MANAGERS**



ECR SUSTAINABILITY ACTION GROUP

Mar 23 – Overview of Sustainability for Irish Grocery Sector

The international & domestic view of the hottest topics for retailers & manufacturers in Ireland to consider plus what matters for consumers. Poll to determine themes of Webinars #3 + #4.

May 25 – Food Waste

Identifying the root causes of + sharing Best Practice in reducing food waste from the supply chain for Irish retailers & manufacturers.

Sep 14 - tbc

Nov 16 - tbc

Share best practices, new trends, upcoming legislation and international developments



**FOR SUPPLY SIDE /
OPERATIONS /
SUSTAINABILITY
MANAGERS**

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