

# ECR SHOPPER INSIGHTS WEBINAR



From omnichannel campaigns to inflation shifts discover the shopper insights shaping smarter decisions.



**Helen Beecher,**  
Head of Performance &  
Measurement,  
Tesco Media Ireland



How Haleon derived Shopper Insights from an  
Omnichannel Media Campaign



**Megan McElhinney,**  
Head of Non-Food Media  
Planning,  
Tesco Media Ireland.



**Marcus Heath,**  
Consumer Insight Director,  
Worldpanel by Numerator



Beyond Inflation: How Shoppers,  
Retailers and Markets Are Evolving



Wednesday 26th August 2026



09:15 am - 10:30 am



08 October 2026  
Croke Park

# ECR SHOPPER CONFERENCE & AWARDS 2026

Shopper Marketing Award

Category Growth Award

Digital Retail Award

New Product Launch Award

Conference Sponsor



Awards  
Sponsors



# New Trophy



Conference Sponsor

**Elevate** *Musgrave*  
Expert Solutions  
For Savvy Brands



**goosebump** REACTION  
INSIGHTFUL BEHAVIOUR CHANGERS

Awards  
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**W** Worldpanel  
by Numerator

**OLIVER &**



## HOW AI IS SHAPING GLOBAL BRANDS

Join senior industry leaders from Diageo, ServiceNow and The Brandtech Group for an in-depth conversation on how AI is transforming marketing today.

**When:** Thursday October 1st

**Where:** ServiceNow Ireland, Dawson Street,  
Dublin 2, D02 K330



# SUPPLY CHAIN STEERING GROUP

1. Ray Peelo, MRPI
2. Hayley Claasen, Advantage Group
3. Debbie Gorman, Unilever
4. Gioia Onofri, Richmond
5. Felicity Westlake, Mondelez
6. Ethan Roberts, Tesco Ireland



# SUPPLY CHAIN SUMMIT 2026

NOVEMBER 19, 2026



CLAYTON HOTEL, DUBLIN AIRPORT  
09:00 - 13:00





# ECR SUPPLY CHAIN COLLABORATION AWARD 2026

November 19<sup>th</sup>  
Clayton Hotel, Dublin Airport.

SHINING A SPOTLIGHT ON EXCELLENCE

Sponsored by **Advantage\_**



# Workshop #3

## People in supply chain

September 30, 10.45 – 13.15  
Unilever, Citywest

09.30 Welcome – Declan & Ray

09.40 John Crowe, Supply Chain Lecturer  
TUD, “Future ready supply chain talent”

10.00 Company case studies

How do companies develop, attract and retain  
people in supply chain

1. Tesco
2. Supplier TBC
3. Primeline

11.00 Breakout Groups

What will the supply chain person look like in  
three years’ time?

How do we transition to it?

11.30 Feedback & discussion

11.45 Supply Chain Summit & Award

12.00 Close

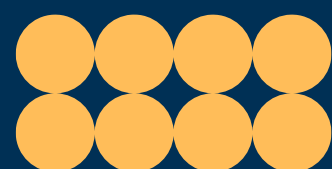


# ECR CATMAN NETWORK WEBINARS

## CATMAN 8 STEP PROCESS GROUP

**Fresh Categories as a Growth Engine: Driving Retailer Differentiation and Store-Wide Spillover Effects through Category Management**

JOIN US FOR AN EXCLUSIVE  
WEBINAR EVENT



**09TH JULY 2026 AT  
14.00 CET**



**Breaking the Meat  
Category Mould!**



**Matteo Conti**

Chief Marketing  
Officer

**Amadori Group**



**Tommaso Chiappa**

Consumer Marketing  
Director

**Amadori Group**



**Maria Chiara Giunta**

Deputy Purchasing  
Director & Private  
Label Quality Manager  
**Ergon group**

**Redesigning Retail  
multichannel  
strategy from the  
Category Up: focus  
on fresh  
departments**

MORE INFORMATION

[WWW.ECRCATMANNETWORK.COM](http://WWW.ECRCATMANNETWORK.COM)



# ECR CATMAN NETWORK WEBINARS

## THE ROLE OF AI IN CATEGORY MANAGEMENT GROUP

### What Is the True Potential of AI in Category Management?

#### SPEAKERS

JOIN US FOR AN EXCLUSIVE  
WEBINAR EVENT



**29TH SEPTEMBER  
2026 AT 14.00 CET**



MORE INFORMATION

[WWW.ECRCATMANNETWORK.COM](http://WWW.ECRCATMANNETWORK.COM)



**Stefan Binkowski,**  
Vice President Retail &  
Wholesale Advisory,  
Middle & Eastern Europe  
(MEE), SAP



**Alain Dalucas,**  
Global Perfect Store &  
Category Strategy  
Manager,  
Lindt & Sprüngli



## CATEGORY MANAGEMENT SOLUTIONS: SAME QUESTIONS. DIFFERENT RETAIL REALITY.



by Georges Mirza

In a recent conversation with a colleague about today's retail challenges and the growing number of solutions to address them, a familiar realisation emerged: the core problems retailers face today are not new. Demand forecasting, assortment optimisation, on-shelf availability and customer satisfaction have been at the core of retail strategy since its early days. As I've written before, category management itself has proven effective and resilient over several decades, even as solutions have struggled to keep pace with increasing complexity. And yet, despite continuous innovation, these problems persist, at scale. So what's actually going on?

### THREE DECADES OF RETAIL EVOLUTION

More Complexity. More Signals. Same Mission.



Fig. 01 - Three Decades of Retail Evolution

### The Illusion of Progress

It would be easy to argue that retail has made significant progress, they have. We now operate with exponentially more data, advanced analytics and AI-driven tools.

We've moved from periodic reporting to near real-time insights, and from structured datasets to a growing mix of structured and unstructured signals.



## THE SAME SHOPPER, DIFFERENT NEEDS. WHY CATEGORY DEFINITION NEEDS TO ACCOUNT FOR OCCASION AND CHANGE OVER TIME.



by Dr. Linda van Rijn

Start a pizza category review with frozen pizza and the analysis already points in one direction.

The competitors are other frozen pizzas. The structure follows brands, formats, price tiers, and toppings. The questions are familiar: which SKUs deserve shelf space, which brands belong together, and which premium lines can defend margins.

**That analysis is useful, but incomplete.**

**A shopper looking for a fast family dinner may compare frozen pizza with takeaway.**

Two adults wanting an easy meal that still feels like dinner may compare it with fresh pizza. Someone eating alone on the sofa may choose between pizza, soup, toast, leftovers or not cooking at all.



\*Image source Adobe Stock

**The product is the same. The job changes.**

Once the category is defined as frozen pizza, the rest of the work stays inside that category. The analysis compares frozen brands, price tiers, and shelf positions. Shopper context still appear in the deck, but the biggest question has already been answered. The question being asked: what category is the business actually managing?

The category management process, developed by Dr. Brian Harris, puts that context first. The inputs have changed a great deal in thirty years. The process has not, the first step still inherits the answer.



# ECR Community Sustainability Webinar Series 2026



REGISTER NOW



## ACCESSIBILITY & INCLUSION



**The Business of  
Ageing: Rethinking  
Retail for Tomorrow's  
Consumers**

**9 September  
11.00 CET**



**Empowering  
Inclusion Through  
Technology**

**7 October  
11.00 CET**



**Understanding  
Accessibility  
Needs in the FMCG  
Sector**

**11 November  
11.00 CET**



# INSTORE INSIGHTS

2026

A new biannual publication from ECR Community featuring practical examples of how retailers and suppliers are transforming the in-store shopping experience around the world.



# ECR SHOPPER INSIGHTS WEBINAR



Advantage

TESCO  
IRELAND



Wednesday 30 September 2026



09:15 am - 10:30 am