



## Invitation to Present

### ECR CatManNetwork – Tools & Technology Group (TTG) Webinar Series

**Solution providers are invited to be considered as presenters in an upcoming ECR Global [Tools & Technology Group](#) (TTG) webinars. This invitation reflects our view that your organization is working on a meaningful innovation that could benefit the broader retailer and CPG community.**

#### ECR CatManNetwork

The [CatManNetwork](#) promotes the global impact of category management as a collaborative strategic process. Our [Expert Group](#) facilitates high-level, peer-to-peer discussions and debates on the issues facing category managers throughout the world. We address the hottest topics in category management to promote better practices and further understanding of the latest developments.

#### About the TTG

The ECR Tools & Technology Group brings together retailers, CPGs, solution providers, and industry experts to explore practical, emerging technologies shaping category management, in-store execution, data utilization, and shopper engagement.

Our objective is to highlight real innovation, enable informed dialogue, and avoid sales-driven or comparative forums.

#### Webinar Format & Expectations

- Webinars will be quarterly
- Each webinar features 3–4 solution providers
- Presenters focus on one specific capability, feature, or innovation
- 10 to 15 minutes given to each innovation
- Content should address:
  - The problem being solved
  - Why it matters now
  - What is genuinely new or differentiated

Sales messaging, pricing, competitive positioning, and client pitches are intentionally excluded.

#### Who Should Present

We strongly encourage presenters to be product leaders, founders, technical leads, or domain experts. Sales-only presentations are discouraged.

#### Evaluation Lens: ARS<sup>2</sup>™ Framework

TTG discussions are framed using the [ARS<sup>2</sup> framework](#), a shared language for evaluating retail and CPG technology:

Accurately – Does it reliably reflect reality?

Repeatedly – Does it perform consistently across use cases?

Scale – Can it scale operationally and economically?

Speed – Does it deliver value at the pace the business requires?

ARS<sup>2</sup> is not a ranking or scorecard. It is a trust-building lens to support objective, constructive discussion.

The intent is simple: transparency to build trust, understanding, and informed dialogue across the industry.

### **What You Gain**

- Exposure to a senior, global ECR audience
- Association with ECR Global credibility
- Constructive feedback grounded in a common evaluation framework
- Opportunity to help shape industry understanding of emerging capabilities

### **Next Steps**

If interested, please confirm:

- The innovation or capability you would present
- The role and title of the proposed presenter

Selected presenters will participate in a short alignment session prior to the live webinar.

Scheduling may be for April or subsequent sessions.

Participation does not imply endorsement by ECR Global. Final speaker selection and scheduling rest with the TTG steering group.

**[Apply to Present at ECR CatManNetwork TTG Webinar Here](#)**