IRI Thought Leaders to Present Key Insights During Upcoming Webinar and Event

CHICAGO — June 17, 2022 — IRI®, a global leader in innovative solutions and services for consumer, CPG, retail and media companies, announces new thought leadership for the upcoming weeks in its latest version of Next Week Now, a compilation of insights-rich activities, announcements and events.

Upcoming IRI thought leadership activity includes:

● Wednesday, June 22 – Beverage Industry Webinar – In the upcoming Ready for Growth: Craft Beverage Alcohol Moves Beyond Recovery webinar, IRI’s Scott Scanlon will discuss new insights for craft innovators looking to extend beyond recovery and into growth as we begin to emerge from the pandemic. Discover craft beverage alcohol trends, product innovations that drive consumers to choose craft brands, how the rise of non-alcohol could impact the category and more at 2 p.m. EDT. Register here.

● Wednesday, June 29 – Retail Media Summit – Retail media networks can be an important channel in a brand’s advertising strategy. To maximize the potential of RMNs, brands need to establish well-defined goals, like winning back lapsed brand buyers, promoting a limited distribution item and attracting new buyers. During this session at 4:20 p.m. CDT, IRI’s Mike Ellgass will take the stage to share six attributes brands should look for when analyzing RMNs to determine if a network will help them achieve revenue and market share goals. He will also discuss how brands can maximize their investment in this increasingly important advertising channel. Register here.

ABOUT IRI
IRI unifies technology, analytics and data to reinvent how people and companies make decisions, take action and optimize performance. With the largest repository of purchase, media, social, causal and loyalty data, all integrated into an on-demand, cloud-based technology platform, IRI helps to guide its more than 5,000 clients around the world in their quests to capture market share, connect with consumers, collaborate with key constituents and deliver market-leading growth. For more information, visit www.iriworldwide.com.

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