



Consumer Behavior Change

Join us to shape the trajectory of consumer health and wellness in the marketplace, leaving a mark on influencing and inspiring consumer behavior.

This Private Networking Group is designed for members to dive into the dynamic landscape of consumer health and wellness where a pivotal challenge emerges – deciphering the intricate nuances of consumer behavior change. This PNG is a collective of professionals who will explore consumer behavior and forge a path towards transformative change and impact for the industry.

It is essential that leading health and wellness experts from across top retailers, CPGs, foodservice, large and small brands are around this table. This Private Networking Group offers a fantastic opportunity to distinguish yourself as a leading thinker within the industry.



What to Expect:

- Participant-driven and professionally facilitated by ARC/HWC staff
- Individual pre-interviews to identify the most relevant subjects for group discussions
- Hear from guest speakers who are SMEs in the field
- Review and discuss new research

Topics We'll Explore:

- Psychology, sociology, and neuroscience behind behavior change
- Best practices to capture consumer attention and drive action
- How to stay science-based and relevant when popular culture has such great influence
- Novel strategies and new approaches to influence consumer behavior change

Outcomes:

- Mutually beneficial partnerships
- Thought-provoking programs
- Cutting-edge and industry-led research
- Share PNG learnings with the industry

Proposed Meeting Dates:

Second Tuesday of every month
1:00 - 2:00PM CT / 2:00 - 3:00PM ET

To participate, contact Sue Toy,
VP of Association Development,
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retailhealth.global

