

Are you involved in marketing communications for alcoholic beverages?

Do you want to make your company

shine and proud of being part
of the responsible marketing club?

Do you want to better serve the clients

of your communication agency?





... Your answer was **Yes!**

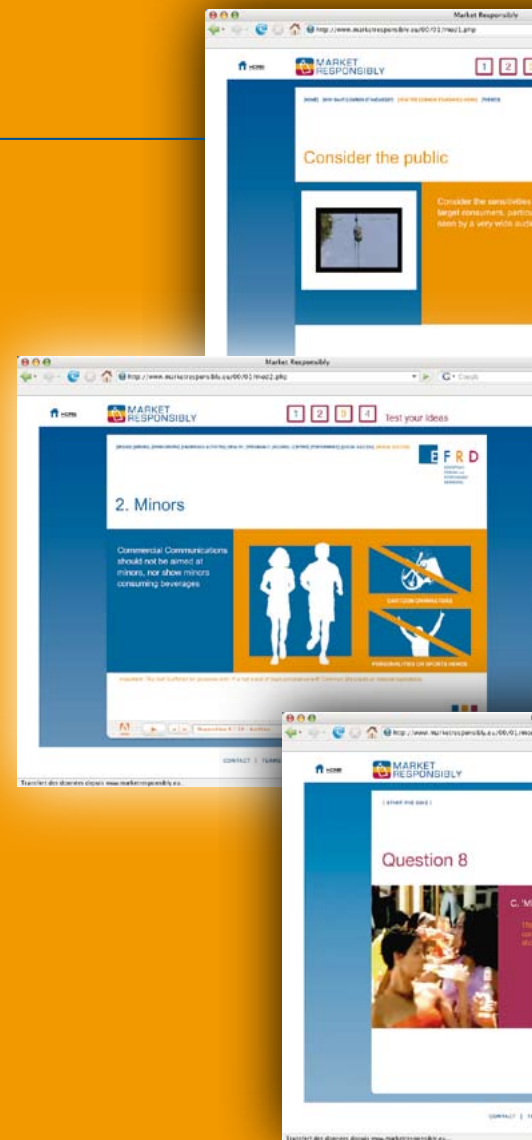
Then www.marketresponsibly.eu is for you!

A web training tool developed by the European Forum
for Responsible Drinking

1

First,

visit the EFRD Common Standards Introduction about the content of the rules



2

Secondly,

check your planned
marketing activities by using
the diagnostic tool

3

You want to be sure

you have understood it all?
Complete your training by taking
the quiz drawing
on real life examples





4

Want to share

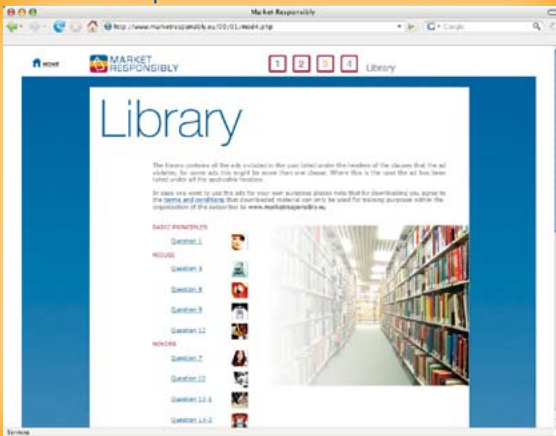
your knowledge? You can

either convince your colleagues to register

to the site or go to the library of

adverts to tailor internal

training sessions



So, what are you waiting for?

Register to www.marketresponsibly.eu

waiting for you!

An initiative of EFRD