

# EUROPEAN ALCOHOL AND HEALTH FORUM

## TASK FORCE ON MARKETING COMMUNICATION

*Workshop*  
*Tuesday March 4, 2008 (15:00-18:30)*  
*Wednesday March 5, 2008 (09:00-13:00)*

**Brussels**  
**Centre Albert Borschette**  
**Meeting room 3B**  
**36, Rue Froissart**

## PROGRAMME

### Day 1: Tuesday, March 4

15.00 – 15.30

**Welcome by the Chair, introduction**

#### ***Part 1***

#### ***State of play / facts & figures***

*Factual overview of the current situation in the field of alcohol marketing & communication*

#### ***Section a:***

#### ***Spread & volume of marketing communication***

15.30 – 15.45

**Spending by media (including new media) / country / target group / over time; Exposure by media (including new media) / target group to alcohol advertising/marketing**

*Dominic LYLE (European Association of Communications Agencies)*

#### ***Section b:***

#### ***EU legal framework for alcohol marketing & communication***

15.45 – 16.00

**The Audiovisual Media Services Directive and its implications for television advertising and teleshopping for alcoholic beverages**

*Joanna WRONA (European Commission, DG Information Society and Media )*

16.00 – 16.15 **The Council Recommendation of 5 June 2001 on the drinking of alcohol by young people, in particular children and adolescents**  
*Wilfried KAMPHAUSEN (European Commission, DG Health & Consumer Protection)*

**Section c: Self-regulation mechanisms and functioning**

16.15 – 16.40 **Scope of self-regulatory (SR) action on responsible marketing / comparison of the standards of the different self-regulatory mechanisms with the Advertising Round Table benchmarks**  
*joint presentation: Helen DAY (European Sponsorship Association); Catherine VAN REETH (The Brewers of Europe); Jose Ramon FERNANDEZ (Comité Européen des Entreprises Vins); Eelco VAN RAVENSWAAIJ (CEPS); Helmut WAGNER (consultant / European Forum for Responsible Drinking)*

16.40 – 17.00 **self-regulatory experiences implemented at the company level (e.g. Bacardi- contractual clauses)**  
*joint presentation: Rutger GOETHART (Heineken International); Rick CONNOR (Pernod Ricard)*

17.00 – 17.15 **monitoring of progress of self-regulatory mechanisms - the example of EASA**  
*Oliver GRAY (European Advertising Standards Alliance)*

17.15 – 17.30 **presentation by a witness involved in the SRO process**  
*Diana WHITWORTH (Advertising Standards Authority Council, UK)*

**Section d: Patterns of "irresponsible commercial communications & sales"**

17.30 – 17.45 **Examples of marketing, commercial communication and sales practices perceived to be in conflict with existing SR and other codes**  
*Esther VAN DEN WILDENBERG (National Foundation for Alcohol Prevention – STAP, NL)*

17.45 – 18.30 **Discussion on Part 1**

**Day 2: Wednesday, March 5**

09.00 – 09.15 **Introduction to day 2**

**Part 2 Youth aspects**

*Analysing the positive and negative impacts of marketing and communication on influencing drinking habits of young people*

09.15 – 09.30 **Role of communication & marketing as a determinant for youth behaviour**  
*Gerard HASTINGS (European Public Health Alliance)*

09.30 – 09.50	<b>Social Marketing campaigns</b> <i>joint presentation: Gerard HASTINGS (European Public Health Alliance); Andreas ERICSSON (Ungdomens Nykterhetsförbund - UNF; Swedish Youth Temperance Organisation)</i>
09.50 – 10.05	<b>Effects and Regulation of Alcohol Advertising</b> <i>W. Fred VAN RAAIJ (Tilburg University)</i>
10.05 – 10.30	<b>Discussion on Part 2</b>
<b>Part 3</b>	<b><i>New media</i></b> <i>Approaches to deal with the particular challenges involved in alcohol marketing &amp; communication through the new media (internet, SMS/MMS, etc.)</i>
10.30 – 10.45	<b>What is covered by 'new media', and what new challenges do they pose? What are the current initiatives at self-regulatory level to tackle these new challenges? What else can be done (Diageo "Digital Code")</b> <i>Clayton FORD (DIAGEO)</i>
10.45 – 11.00	<b>The advertising and publishing industries' perspective</b> <i>Kerry NEILSON (European Advertising Standards Alliance new media committee)</i>
11.00 – 11.30	<b>Discussion on Part 3</b>
<b>Part 4</b>	<b><i>Other aspects</i></b>
11.30 – 11.45	<b>The Drink Aware Trust</b> <i>Jean COLLINGWOOD (The Drinkaware Trust)</i>
11.45 – 12.00	<b>Discussion on Part 4</b>
12.00 – 13.00	<b>Final discussion, conclusions</b>
13.00 – 14.00	Lunch

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**The Workshop will be followed by the 2<sup>nd</sup> meeting of the Task Force on Marketing  
Communication, for members and observers of the Task Force only (14:00-18:00)**