

Introduction

For hundreds of years, beverages containing alcohol have been an enjoyable part of life around the globe. There are however individuals who consume alcohol in an irresponsible manner. Other groups are more vulnerable than others to drinking or excessive drinking.

Bearing this in mind, many countries regulate the sales and promotion of such beverages by law. In Europe, legislation is complemented by self-regulatory codes for the marketing communication of alcohol beverages.

The European Forum for Responsible Drinking (EFRD) supported the development, evolution and communication of industry-wide self-regulatory rules since many years. The EFRD Common Standards have been established almost two decades ago, and revised several times since. The last revision of the Common Standards was done in 2011 with the addition of specific guidance for digital media.

In early 2012, The European Spirits Organisation – CEPS build up on EFRD's work and adopted its "Guidelines for the development of responsible marketing communication". The Guidelines cover all aspects of marketing communication, with a specific focus on digital and social media.

The training session today offers an introduction into the crucial role of self-regulation in maintaining the legitimate commercial freedom of alcoholic beverages producers. It provides with an introduction to the rules applying to digital media, with concrete examples from most common platforms such as Facebook.

It offers a unique opportunity to test knowledge and skills of marketing professionals through a lively breakout session in the afternoon.



Taking responsible advertising 2.0: a training workshop on rules governing alcohol marketing

Athens - 20 November 2012

Programme

9.30 - 10.00 Registration

10.00 - 10.30 Welcome Remarks

- **James Nass**, Member of the Board,
Hellenic Association of Communications Agencies (EDEC)
- **Isidore Revah**, Chairman,
Hellenic Association of Drinks Distributors (ENEAP)
- **Lambros Paschos**, Member of the Board,
Greek Federation of Spirits Producers (SEAOP)
- **Stavros Leoussis**, Chairman,
Greek Advertising Self Regulation Council (SEE)

10.30 - 11.00 The Role and Value of Self-regulation for Alcoholic Beverages' Marketing Communications

- **Laure Alexandre**, European Spirits Organisation (CEPS)

11.00 – 11.45 Rules, Examples and Exchanges about Digital Marketing Communications for Alcohol Beverages

- **Robyn Dunwoodie**, Alcohol Policy Manager,
The Portman Group, London, UK

11.45 – 12.00 Coffee Break

12.00 – 12.45 Facebook: A Case Study

- **Luc Delany**, European Policy Manager, Facebook

12.45 - 14.00 Buffet lunch

14.00 - 13.30 Test Your Skills: Breakout Session

- **Kay Perry**, Code Advice and Compliance Manager,
The Portman Group, London UK

15.30 - 15.45 Takeaway messages

15.45 End of Session

Partners



ENEAP – Hellenic Association of Drinks Distributors
6, Konstantinoupoleos Str., Argyroupoli, 164 52, Athens, Greece
www.eneap.com.gr



SEAOP - The Greek Federation of Spirits Producers
86-88, Marinou Antypa Str., Iloupoli, 163 46, Athens, Greece
www.seaop.gr



SEE – Greek Advertising Self Regulation Council
2, Astronauton Str., Marousi, 151 25, Athens, Greece
<http://see.gr>

National Organizations

European partners



The European Spirits Organisation – CEPS
Rue Belliard 12, 1040 Brussels, Belgium
www.europeanspirits.org



EACA – European Association of Communication Agencies
Boulevard Brand Whitlock 152, 1040 Brussels, Belgium
www.eaca.be



EASA – European Advertising Standards Alliance
Rue de la Pépinière 10-10a, 1000 Brussels, Belgium
www.easa-alliance.org



EFRD – The European Forum for Responsible Drinking
Rue Belliard 12, 1040 Brussels, Belgium
www.europeanspirits.org



WFA – World Federation of Advertisers
Avenue Louise 166, 1050 Brussels, Belgium
www.wfanet.org

Location: Diageo Hellas S.A. offices
27, Agiou Thoma Street, 15124 Maroussi, Athens

For more information please contact:
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