Morning session:
The message of science

09.00 Welcome by the chair Dr. Rob Bovens, Tranzo, Tilburg School of Social and Behavioral Sciences of Tilburg University, the Netherlands

09.15 Dr. Hanneke Hendriks, Department of Communication of the VU University of Amsterdam: Impact of digital marketing via social media; update of the literature.

09.45 Dr. Nathan Critchlow, Institute for Social Marketing, University of Stirling, Scotland: Alcohol marketing, user created promotion, and social media: What young people participate with and the link to higher risk drinking.

10.30 Break

11.00 Dr. Joris van Hoof, Assistant Professor of the Department of Communication Science University of Twente and Alina Willah, MSc-student Communication Science University of Twente, the Netherlands: The framing of alcohol advertising through influencer marketing on Instagram: The portrayal of alcohol, the role of influencers and users reactions.

11.30 Panel discussion and questions; moderator Kalle Dramstad (European Policy Officer, IOGT-NTO).

12.15 Lunch

Afternoon session:
Regulations of digital alcohol marketing

13.15 Aleksandra Kaczmarek, Policy Manager, European Alcohol Policy Alliance, Brussels. New developments regarding statutory regulation of alcohol marketing in Europe


14.15 Emmi Kauppila, researcher, University of Helsinki, Finland: First scientific results of the statutory regulation of digital marketing in Finland.

14.45 Break

15.00 Dr. Carina Ferreira-Borges, Programme Manager Alcohol and Illicit Drugs, WHO European Office for Prevention and Control of Noncommunicable Diseases, Moscow, Russian Federation: Regulation of alcohol marketing: results from recent consultations with countries and NGO’s.

15.30 Panel discussion and questions; moderator Ir. Wim van Dalen (STAP/ EUCAM)

16.10 Closing remarks by the chair Dr. Rob Bovens

Invitation to join the conference
DIGITAL ALCOHOL MARKETING IN THE SPOTLIGHT
The impact on drinking behaviour of young people and the first attempts to regulate it.