Alcohol Marketing Conference
European Centre for Monitoring Alcohol Marketing

Provisional Programme EUCAM work conference 20-21 November 2008
Location: Bedford Hotel & Congress Centre (135-137 Rue du Midi, Brussels)

Thursday 20 November

19:00-19:30 Entree

19:30-21:30 Informal openings dinner (Sharing experience on (monitoring) alcohol marketing)

Friday 21 November (the rooms is open from 8:30 hrs)

9:00 – 9:10   Word of welcome and aims of the day - Wim van Dalen (Director STAP)

9:10 – 9:35   EU approach to the issue of Alcohol marketing – Jonathan Back (Strategy and Analysis Unit, Health and Consumer Protection Directorate General (DG Sanco))

9:35 – 10:15 The effect of different types of alcohol marketing on drinking behaviour: Are some types more harmful than others? – Ross Gordon (researcher on Stirling University Schotland)

10:15-10:55 Monitoring the content vs the volume of alcohol marketing - David Jernigan (Associate Professor, Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health)

10:55-11:05 Coffee break

11:05-11:40 How do alcohol producers react on their political environment: Trends in alcohol marketing – Avalon de Bruijn (coordinator EUCAM)

11:40-12:20 Systematic Monitoring alcohol marketing - Esther van den Wildenberg (Project coordinator Monitoring Alcohol Marketing, STAP)

12:20-13:00 Alcohol marketing in non-Western countries: Thailand - Thaksaphon Thamarangsi (Research Fellow International Health Policy Program, Ministry of Public Health)

13:00 – 14:00 Lunch

14:00 – 17:00 Group Discussion (chaired by Peter Anderson):

Is a ban on alcohol marketing feasible, in your country and at the EU-level? If yes, how can it be developed? If not, why not and what would need to happen to make it feasible?

In the case that a ban cannot happen, what is the next best policy option to regulate alcohol marketing, in your country and at the EU-level, and what can be done to facilitate it.

Given the status quo, with no likely change, in your country and at the EU-level, how can we strengthen existing regulations, codes and monitoring?

17:00 End of the meeting