

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.

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 Willloh, 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:
Regulation 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.
- 13.45 Dr. Marte Sletten; advisor, Av-og-til, Oslo, Norway,
Evaluation of prohibition of alcohol advertising in Norway.
- 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



AMSTERDAM,
THURSDAY
SEPTEMBER 19th 2019

LOCATION

The conference takes place at the department Communication Science of the University of Amsterdam, room 10.20, building C. Address: Nieuwe Achtergracht 166, 1018 WV Amsterdam.

HOW TO REGISTER?

As the number of places for participation is limited, we recommend that you register before July 1th 2019; the costs for participation are € 75,-
[Registration and payment can be made via this link.](#)

