



# Digital marketing of alcoholic beverages: what has changed?

Thursday, 09 December, 2021 – 12:00–13:30 CET

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## ABOUT

The more individuals are exposed to alcohol marketing, the more likely they drink. Exposure to alcohol marketing increases acceptability on drinking alcohol, age of onset and drinking behaviour, including binge drinking. Digital platforms quickly became a powerful marketing tool for alcoholic beverages. Through constant and systematic data collection, digital platforms elicit consumer preferences, attitudes and behaviours. Unlike television commercials or billboards, digital marketing of alcoholic beverages is not bounded by time or space, and its rapid expansion poses new challenges for its regulation and enforcement to be at pace. This webinar will feature digital marketing transformations, discuss the options to tackle this evolving phenomenon and outline possible next steps for the alcohol control field.

## OPENING

### Naoko Yamamoto

Assistant Director-General, Healthier Population Division, World Health Organization

### Rüdiger Krech

Director, Department of Health Promotion, World Health Organization

## SPEAKERS

### Eric Carlin

Consultant, World Health Organization Regional Office for Europe  
European Office for the Prevention and Control of Noncommunicable Diseases

### Katrin Engelhardt

Scientist, Healthy Diet Policies  
Department of Nutrition and Food Safety, World Health Organization

### Monika Kosinska

Head, Economic and Commercial Determinants of Health Unit  
Department of Social Determinants of Health, World Health Organization

### Benn McGrady

Head, Health Law and Policy Unit  
Department of Health Promotion, World Health Organization

### Dag Rekve

Senior Technical Officer, Alcohol, Drugs and Addictive Behaviours Unit  
Department of Mental Health and Substance Use, World Health Organization

### Juan Tello

Head, Less Alcohol Unit  
Department of Health Promotion, World Health Organization

### Lucy Westerman

Lead, Commercial Determinants of Health, Victorian Health Promotion Foundation – VicHealth, Australia

Participation in this event is by invitation. If you have not received one, you can still register; your application will be considered and subject to a declaration of interest.

Contact us: [Lessalcohol@who.int](mailto:Lessalcohol@who.int)