

### Learning from Success and Failure

- Parallels with controversies in other industries
  - Agriculture
  - Energy, infrastructure
  - Housing
- Understanding framing tactics
- Successful vs unsuccessful public discourse strategies.

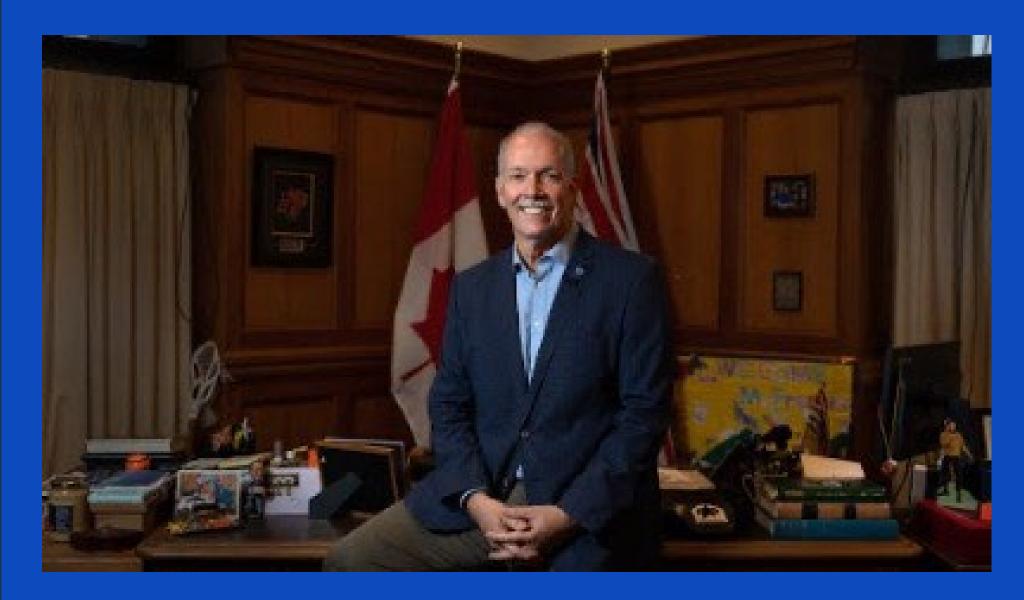




"We bombard decision-makers in government with demands about the issues we work on."

BC WILDERNESS COMMITTEE







# The Contest for Public Perception: Relationships vs Communications

- Boxing vs Judo
- Getting off zero sum rhetoric
- Influencing decision-makers and public opinion
- Identifying champions
- Decision triggers



# Future Strategies for the Alcohol Beverage Industry

- Reinforcing connections to food culture & a healthy lifestyle
- Advocating for transparency in labeling and ingredients
- Positioning products as a choice of moderation and sophistication



#### **Driving to Success**

- Build relationships
- Use your people
- Shift the debate
- Provide alternatives



#### What Next?

- Have a plan
- Set goals
- Allocate resources
- Mobilize

