

Your Industry At A Crossroads: Context & Trends

Presented at FORTIFY by Stewart Muir
November 15, 2023

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