

# Case Study: Brand Promoter Training

Brand Promoters, such as Beer Promoters, Brand Ambassadors, Bar Teams, Hosts and Activation Specialists, play an important role promoting our portfolio to customers and consumers at the point of sale and events. Our Brand Promoter Standard highlights key principles around harassment, employment status, diversity, uniforms, transportation, alcohol, and grievance mechanisms. During fiscal year 23, we launched our Brand Promoter training programme. We created two online training courses designed around the Diageo Global Brand Promoter Standard which targets individual Brand Promoters and their employing agencies to ensure they are aware of critical risks, such as harassment in the alcohol sector, and what actions to take.


This training aims to better manage and mitigate risks for our Brand Promoters when they are promoting our brands as well as give us better visibility on who has been trained prior to an event. We aim to ensure every person promoting a Diageo brand has completed this training before attending an event. To date we have trained over 25,600 individual Brand Promoters and will continue working with our experiential community to train every single Brand Promoter and build awareness of the key issues they can face.

DIAGEO ABOUT CONTACT ENGLISH

## Brand Promoter Standard Training

TRAINING MATERIAL | 10 MINUTE READ

Before representing Diageo as a Brand Promoter, you need to complete this training on our core principles and guidelines. It's designed to support a respectful working environment and to ensure your safety. Once you've completed the training, we'll email you a certificate.



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### Training Modules

- 1 Diageo: Who we are ↓
- 2 Our Commitment
- 3 Core Principles
- 4 Responsible Serving
- 5 Managing Difficult Situations
- 6 Key Things to Remember

