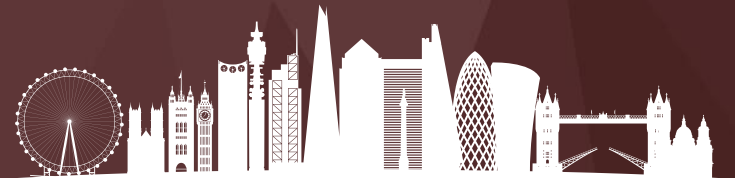


13:25 - 14:30 Roundtable Discussion

[Internal Alignment]

Aligning Your Marketing Team with Other Departments Through Technology to Maximise Revenue

1. How could technology help align internal teams (e.g. marketing, IT & sales)?
2. How to choose the right technology to align teams?
3. Share your success stories of cross functional relationships between your internal teams.



14:30 - 15:30 Roundtable Discussion

[CX Strategy]

Marketing Priorities for 2023

- 1. How does your organisation examine whether they have the right technology? How do you investigate to see what else is out there to meet your demands?**
- 2. Do you believe CPDs bridge the gaps between data lakes and CRMs?**
- 3. Share your success stories of segmentation - how will you be using it to fight recession-driven budget cutbacks and reduced consumer spending?**

