

# Panel Discussion | [Storytelling] How We Leveraged an Engaged Community to Communicate Our Story Organically?



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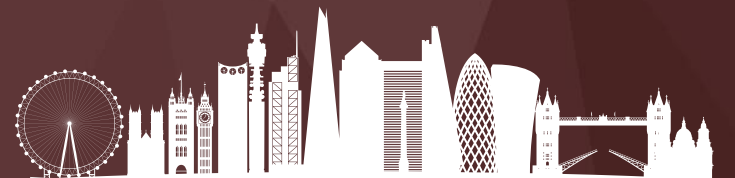
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**How important is community engagement to you and what purpose does this achieve?**



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**What are your primary channels and platforms you use to engage? How do you maximise the benefit each offers?**



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**How do you ensure representation is embedded in your marketing and narrative approaches, particularly if your marketing teams aren't representative?**



# slido



**What tactics do you use to segment your communities?**

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# Key Takeaways



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# Q&A

