HONG KONG ◆ 6 JULY ◆ #THEMARTECHSUMMIT

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# Panel Discussion | [Data Literacy] How to Enable Teams to Read, Communicate and Harness Data for Marketing Efficiency

## [MODERATOR] JOE PENG

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# On a scale of 1 to 5, how would you rate your team's data literacy?

ⓘ Start presenting to display the poll results on this slide.

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# 1. How to assess organisational data literacy?

# 2. What level of understanding of AI currently prevails across sectors? Is there adequate training being conducted in the effective use of AI?

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# 3. What is your data literacy programme in the organisation?

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## Key Takeaways

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## Q&A

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