

# Global Virtual MarTech Exchange Summit EMEA Track

## Chairperson Opening Remarks



**CATHERINE COLLINGE**  
Event Director  
The MarTech Summit Team  
@BEETc.



**TEDDY FUNG**  
Event Director  
The MarTech Summit Team  
@BEETc.

# Global Panel Discussion | **[Digital Engagement]** Revitalising Your Growth & Engagement in 2024



**JASMINE DE GUZMAN**

Director, International Marketing  
Monsido  
*[Moderator]*



**MANMEET MALHI**

Global Head of Acquisition  
Marketing  
Cigna International



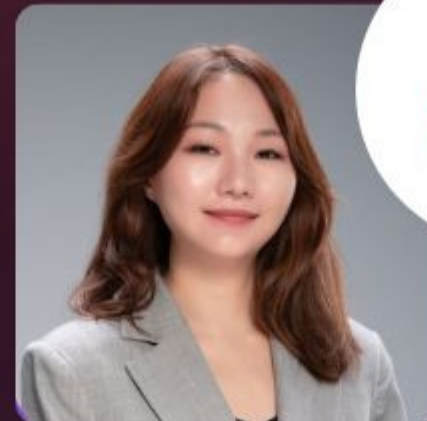
**MEENAKSHI  
SHUNMUGHAM**

Chief Marketing Officer  
Wio Bank



**TAMARA SCHENK**

Vice President, International  
Marketing  
Kelly Services



**VERA WANG**

Head of E-commerce, SEA  
TikTok

VIRTUAL MARTECH  
EXCHANGE

Global Virtual MarTech Exchange Summit | 7 December

## Panel Discussion | [Digital Engagement] Revitalising Your Growth & Engagement in 2024

### Poll Question

- >What is keeping you from driving digital engagement?
- >Lack of digital content
- >Lack of budget to invest in digital
- >Lack of resources (team skill + equipment)
- >No partnership with influencers

Panel Discussion | [Digital Engagement] Revitalising Your Growth & Engagement in 2024

## Question 1

**What digital resource are you investing in for more growth and engagement in 2024?**

Panel Discussion | [Digital Engagement] Revitalising Your Growth & Engagement in 2024

## Question 2

**There are many myths around what is required for digital content creation. Do you have any tips on how organisations can make the leap and overcome common challenges?**

Panel Discussion | [Future of Work] How to Transform Marketing Teams to be Future-Oriented and Digital-Ready?

Vera - slides 1

Panel Discussion | [Future of Work] How to Transform Marketing Teams to be Future-Oriented and Digital-Ready?

Vera - slides 2

Panel Discussion | [Future of Work] How to Transform Marketing Teams to be Future-Oriented and Digital-Ready?

Vera - slides 3



Panel Discussion | [Digital Engagement] Revitalising Your Growth & Engagement in 2024

## Question 3

**What KPIs are you setting to measure that progress / to track digital engagement?**

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## Key Takeaways