

The Global Virtual MarTech Summit APAC Track

Chairperson Opening



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Panel Discussion | **[Marketing Campaigns & Localisation]** Navigating Cultural Nuances in APAC Marketing





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Exclaimer





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Poll Question

How much are your organisation communications using on marketing automation?

>Option 1: 0% (here for research)

>Option 2: 1 – 25% (just getting started)

>Option 3: 26 – 50% (going well and looking for insights)

>Option 4: 51 – 75% (deep level of cultural and regional personalisation – the marketing equivalent of the rosetta stone)

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Question 1

- **What do people need to know about APAC audiences and what's the maturity level in the approach for each of your companies?**

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Question 2

- **Can you take us through successful campaigns and what type of processes or standards you have in place to ensure?**

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Question 3

- **What makes brands and moreover, the people in your teams successful in the region?**

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Key Takeaways

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Q&A