

# The Global Virtual MarTech Summit EMEA Track

## Chairperson Opening Remarks



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# "Global" Panel Discussion | **[Future Ready]** Ready for 2024: What We Learnt From 2023 in APAC & EMEA



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**LIVESTREAM**

**GLOBAL VIRTUAL  
MARTECH SUMMIT**

Global Virtual MarTech Summit **APAC & EMEA** Track  
21 February 2024 | #VirtualMarTech

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## Poll Question

What marketing trends are you looking to adopt in 2024?

- >Generative AI
- >Digital Accessibility
- >Metaverse
- >Sustainability-focused Marketing
- >Interactive and Immersive Content

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## Question 1

- **What is the biggest lesson you learnt from your marketing ecosystem during 2023?**

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## Question 2

- **What challenges do you struggle most with when approaching the APAC/EMEA market?**

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## Question 3

- **How should we overcome these challenges and strive in 2024?**

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## Key Takeaways

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**Q&A**