

# Panel Discussion | **[Future of Work]** The Work of Marketing: How to Transform & Align Marketing Teams to be Future-Oriented & Digital-Ready



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**How future-orientated is your marketing team?**

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

## Question 1

- **Key advice for teams looking to embark on a journey of transformation**

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**Who normally carries out your digital marketing team upskilling?**

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

## Question 2

- **How to gain trust from those who are sceptical?**

## Question 3

- **Overcoming failure - your top tips**

## Key Takeaways

Q&A