

Panel Discussion | [Digital Transformation]

Articulating a Pragmatic Vision to Digital Marketing Transformation amid the AI Revolution



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slido



What is your organisation's level of maturity with AI use cases and AI change management?

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Question 1

Marketing transformation: How is marketing transforming in your industries? Is it organic transformation or planned or both? Can technology be an enabler of this transformation?

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Question 2

**Marketing effectiveness/impact: What challenges do you face with showing how impactful your marketing spend and activities are?
How can businesses address these challenges?**

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Question 3

AI in Marketing: Is AI a well discussed topic in organisations? Which stakeholder group “owns” or “drives” these conversations and projects? What are key concerns from leaders when it comes to investing in AI?

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Q & A

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