

# Panel Discussion | [Content Marketing]

## How to Innovate in Visual Content Strategy and Technology to Captivate B2B Audiences?



**ROB KHOO**

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*[Moderator]*



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Senior Partner,  
Strategic Marketing  
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slido



**Is Content still the King in today's context?**

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

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**Do you use AI in your marketing today?**

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

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## Question 1

**Do you use AI in your marketing tools?  
If yes, kindly describe how you use AI? And its impact?**

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## Question 2

**What do you foresee will be the biggest challenge in marketing in the near future?**

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Q & A

to be operated on  
sli.do

# UPCOMING EVENTS

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