

## Panel Discussion | [Digital Content Creation]

# Redefining and Elevating Brand Engagement with Digital Contents



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slido



**Key challenges of digital marketing in your organisation/industry**

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## Question 1

**How has the role of digital content evolved in your overall brand strategy? What trends do you see emerging in the last couple of years?**

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## Question 2

**Let's get to the buzzword of today - How is AI featuring in these conversations and what role do you see for it going forward?**

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### Question 3

**As these different needs emerge, how do you see business needs, technology and creativity converging (or clashing for that matter)?**

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Q & A

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