



# Panel Discussion | **[AI in Marketing]** Predictive Insights, Generative Innovation, Robots & Ethical Challenges



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**How long has AI been around?**

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

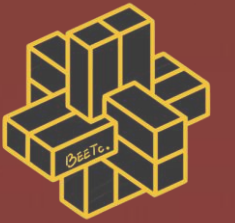
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## Question 1

**Where does your organisation currently stand with using AI in marketing? How are you leveraging predictive & generative AI for forecasting & content creation?**



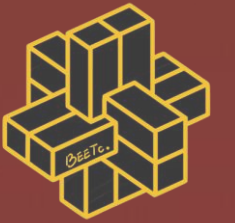
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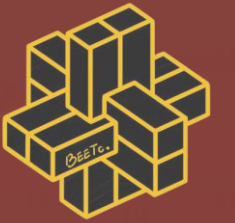


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## Question 2

**How has your company started the journey to ensure successful AI transformations through upskilling & effective change management, & what common pitfalls have you observed?**

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**Question 3**

**What role do “robots” (software bots, AI tools, and physical robots) play in automating repetitive tasks and enabling strategic focus within your organisation?**

**How can companies address ethical concerns, security risks, and ensure effective human-AI collaboration?**

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**Q&A**



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