



# Panel Discussion | [GenAI in Content Creation] Transforming Marketing Through AI-Powered Creativity



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MADE WITH





**Which stack in marketing have you used AI with professionally?**



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## Question 1

**How have you seen generative AI transform key areas of content creation?**

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## Question 2

**What are the biggest challenges and what are the best practices would you recommend for integrating AI-generated content into a marketing strategy?**





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### Question 3

**Looking ahead, how do you envision generative AI evolving in the next 1-2 years, and what role will it play in shaping more personalised, interactive, and immersive marketing experiences?**

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Q&A

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