



## Panel Discussion | **[Future of Work]** The Work of Marketing: How to Transform & Align Marketing Teams to be Future-Oriented & Digital-Ready



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**[Lead Panelist]**





**How much time a week do you spend on embedding / learning AI in your work?**



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## Question 1

**Share some success stories where you have carried out digital marketing upskilling in your organisation**



Q&A

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## Question 2

**What skills and mindset are essential for marketing teams to stay relevant & sustainable in the future?**



Q&A

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### Question 3

**What does this mean for your organisation, what does it mean for the future of marketing teams? Any practical examples of how we as marketers are paving the way?**



Q&A

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