

2 JULY 2025 | FAIRMONT MAKATI | MANILA

Fireside Chat | [Brand Engagement] Crafting a Digital Content Strategy to Grow Brand Engagement and Drive Conversion



MEG AMAT

Head of Marketing UNO Digital Bank





CHROMA

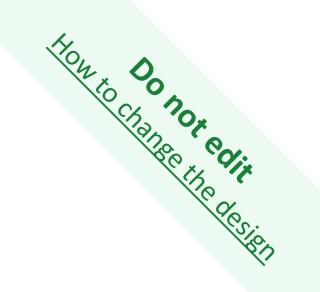
SUNISH SADASIVAN

Vice President of E-Commerce, Digital & Revenue Management **Chroma Hospitality**



If your content strategy suddenly stopped working tomorrow... what would you blame first?

(i) The <u>Slido app</u> must be installed on every computer you're presenting from











Biggest drivers of change in current landscape of digital content strategy.







Personalisation & Digital Strategy – Your best Advertisement ROI



Gin & Tonic with some Personalization Pepper by Sunish Sadasivan, CRME

The Gin Cart at the Beach: What **Personalization Teaches Us About Revenue and Digital Strategy**











How to deal with the next generation (e.g. Gen Z, Gen Alpha) engagement?





THE MARTECH MANIL

Is Al search taking over Search engines in Hospitality?







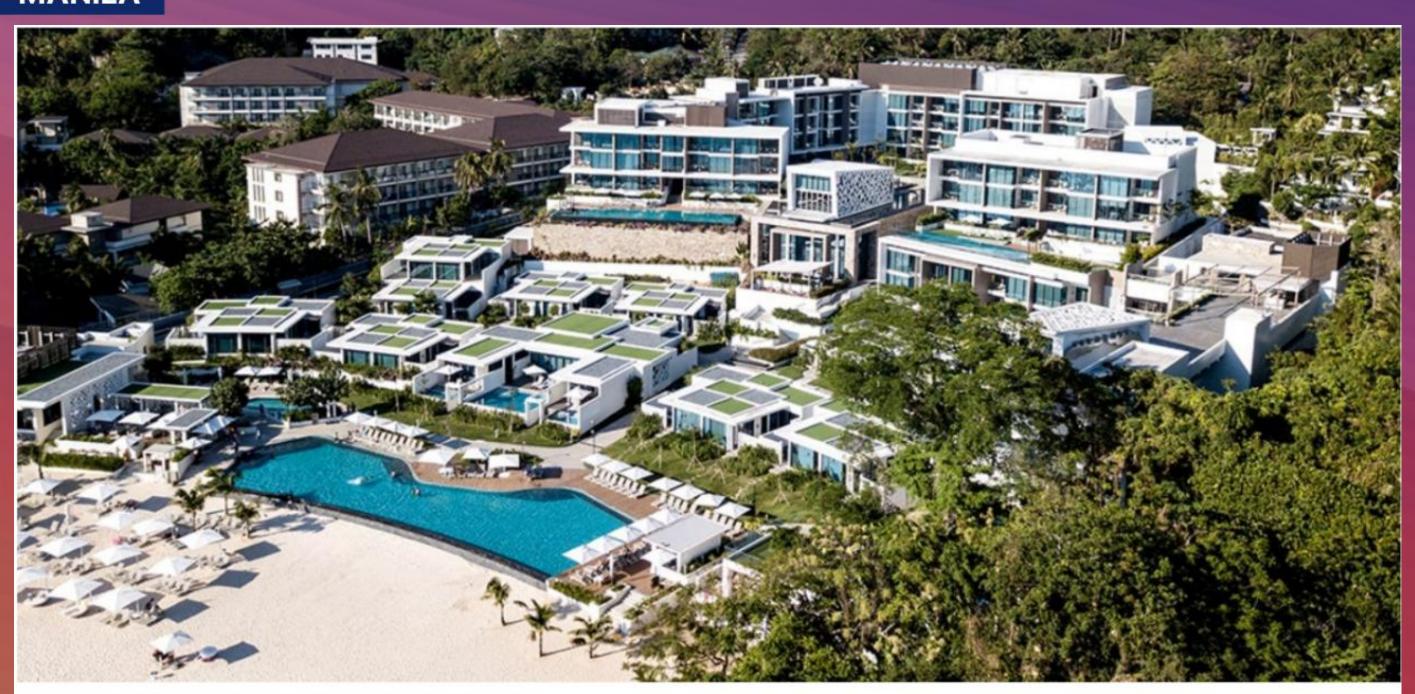


Challenges in evolving digital content strategy, and **Factors of its success**





Story telling to Story-living



Crimson Resort & Spa Boracay, A Luxury resort in Boracay redefining Personalization with wow moments







Metrics and success for content marketing / brand engagement

