



Fireside Chat | **[Brand Engagement]**

Crafting a Digital Content Strategy to Grow Brand Engagement and Drive Conversion



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

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Question 1

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



Q&A

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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

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Question 2

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



Q&A

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Is AI search taking over Search engines in Hospitality?



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Question 3

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



Q&A

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Story telling to Story-living



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

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Question 4

Metrics and success for content marketing / brand engagement



Q&A