THE MARTECH SUMMIT | LONDON

B2B MARKETING

The Future of Content

Why Brands Still Need Humans



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Do not edit
How to change the design



AI is making marketing faster. Is it also making marketing less thoughtful?

The Slido app must be installed on every computer you're presenting from

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Q&A

Question 1

Are we automating away our ability to think?

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Q&A

Question 2

What happens to competitive advantage when every brand has access to the same intelligence?

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Q&A

Question 3

Constant innovation and hype are always happening.... What hasn't changed? In your opinion, where should brands use AI, and where are human creativity and judgement essential?

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