



MDEM Online Marketing team took part in the Digital Marketing World Forum (#DMWF) Europe 2023



Last week MDEM Online Marketing team took part in the Digital Marketing World Forum (#DMWF) Europe 2023. The event took place in Amsterdam last week. #DMWF Europe has brought together the best and brightest minds in digital marketing for a multi-day in-person event.

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#DMWF Europe was focused on key themes including content marketing, digital brand strategy, influencer marketing, social media marketing, data, disruptive tech, UX, CX, AI, SEO, eCommerce, personalization, consumer behaviour, marketing in a pandemic-era and so much more. Over 50 inspiring

speakers have been sharing their expertise across 6 conference tracks:

- › Content and Digital Brand Strategy
- › Data and Insights
- › Social Media and Community Marketing
- › Digital Experience and eCommerce Strategy
- › Influencer Marketing World
- › Generative AI & Marketing



Speakers at the forefront of their industry have been on hand to provide the guidance and essential skills marketers need to surpass their 2023 marketing goals and beyond.

#DMWF had united thought leaders from across Europe from renowned brands such as: Nissan, Telefonica, Shiseido, William Grant & Sons, Airbus Services, Facebook, adidas Group, The Waldorf Hilton, Skyscanner, Mastercard, AXA, Johnnie Walker, Twitter, AkzoNobel, L'Oréal, Google, VICE, Philips, Unilever and more.

Natalia Nitsuliak, Team Lead Digital services department, shared her impressions from the event: "In our team, we adhere to high standards and it is important for us to be on one line with our foreign partners. Of course, it is much more difficult, due to the situation of recent years, but we continue working on ourselves, developing our team and services we provide. Such conferences give us a chance to plunge headlong into the global world of digital marketing, discuss global issues that are natural for the entire market and

experience the challenges faced by our colleagues around the world, are especially valuable to us and we are very grateful to MDEM for this opportunity! Well, the chance to meet team members again, after many years of remote work, became an equally pleasant and very important bonus for us."

We are grateful to the event organisers and are waiting to the next opportunities delve into modern digital marketing trends. <<

