

**Data-Driven Organisation**

**Discovering Connected Data Strategies for Better Insights**

**Roundtable Summary**

- Access to accurate and curated data is a crucial part of a successful, data-driven marketing initiatives or research projects. But how do you find data? How do you connect data? Where do you start, and what do you need to be aware of?

**Roundtable Outline**

In this roundtable, our panelists will discuss:

- Defining the data that is most relevant for your initiatives
- Finding and connecting the right data to strengthen your marketing and research
- Navigating the challenges for data compliance in today’s world
- Sharing best practices and identifying common pitfalls to avoid
- Discussing the future of smart data at it relates to marketing and research

We will hear from experts across marketing that look to address the dynamic nature of data.

**Roundtable Chairs**



**Laura Manning**  
Senior Vice President,  
Measurement  
CINT

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**Phil Jackson**  
Global Digital Marketing  
Effectiveness  
Innovation Director  
Haleon

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**Connected data brings you closer to your consumers and informs better decisions. Join marketing experts for a roundtable discussion on how to find and connect the right data to strengthen your marketing and research.**