

# DAVOS INSIDER FROM KETCHUM

YOUR SOLUTION FOR NAVIGATING THE WORLD ECONOMIC FORUM ANNUAL MEETING

Bringing together heads of state, top executives of global businesses, and leaders across international, nonprofit, cultural and societal organizations, the World Economic Forum's Annual Meeting in Davos often shapes the political, social and economic agendas for the year ahead.

Hundreds of reporters from around the world will join these leaders in Davos, eager to hear and share the outcomes of their discussions. Their presence offers many opportunities for executives and organizations to lend a voice to the debates and help set the agenda.

**With more than a decade of in-house and on-the-ground experience with the World Economic Forum, the Davos Insider team from Ketchum can help you navigate the ins and outs of the Annual Meeting – before, during and after.**





## NAVIGATING DAVOS

### **Preparing your organization's participants with briefings on:**

- Navigating timelines, deadlines and strategies for program information, session registrations, speaking opportunities and networking
- Guidance on the key issues and players on the Meeting agenda to help inform the best events to attend
- Communications programming and amplification opportunities available through the Forum
- Understanding security access and the security zone in Davos
- Planning your transit and lodging en route to, from, and around Davos

## MEDIA STRATEGY

### **Strategic counsel, development and execution of media strategies to drive your organization's share of voice in Davos:**

- Narrative and message development
- Target media research and identification; media pitching and support of all media opportunities
- Media interview preparation and media training
- Launching relevant programs and announcements surrounding your organization's Forum engagement
- Writing and placement of long-form articles and short-form posts from executives in attendance

## EXECUTIVE VISIBILITY THROUGH SOCIAL MEDIA

### **Full communications plans based on an executive's online presence:**

- Comprehensive audit of social media platforms against chosen executive's peers and competitors
- Optimizations to executive social media profiles as needed
- Creation of content calendar (Dec – Feb) to provide a drumbeat of communications around the Annual Meeting

## ON-THE-GROUND SUPPORT

### **A dedicated client team can be sent to Davos to provide a full program of support, including:**

- On-the-ground media relations, support and media training
- On-the-ground support for executives and team members in attendance

## ROI FROM THE ANNUAL MEETING

### **A dedicated Analytics team can package your success stories from Davos, including:**

- Comprehensive measurement and reporting
- Executive summary dashboards
- Audio / visual materials from on scene

LAURA CLEMENTI



Laura Clementi is an expert in corporate reputation, philanthropy and cause marketing who spent two years serving as Ketchum’s secondee to the World Economic Forum. There, she was fully embedded on the communications team, developing programs for the Forum’s global and regional events, including the Annual Meeting in Davos.

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LAURA’S INSIDER TIP

Focus communications on purpose over product. Shape your organization’s story around the global challenges that inspire the programming you’ve put in place and the commitments your organization can make authentically to help drive change.

ALICIA STETZER



As a vice president on Ketchum’s corporate communications team, Alicia Stetzer has firsthand experience with CEO visibility at Davos. She has supported both current CEO Barri Rafferty and past CEO & Chairman Rob Flaherty through jam-packed schedules that included speaking engagements, networking and 1:1 discussions with other agenda-setters.

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ALICIA’S INSIDER TIP

Davos may be the single greatest opportunity each year to meet with potential business partners, customers, policymakers and influencers in one week, but don’t overlook the importance of learning. Understanding the role your organization plays in the Fourth Industrial Revolution is a critical long-term success strategy.

JAMES HARDY



James Hardy is based in Ketchum’s London office where he helps blue-chip clients navigate the World Economic Forum before, during and after the event. James’ areas of expertise include media relations, message development, crisis and issues and leadership communications.

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JAMES’ INSIDER TIP

Don’t just see Davos as a week in January. Media relations and messaging should be started right away, creating a drumbeat of communications with your key media ahead of the Forum – seeding interviews and op-eds to help tell the story once you’re on the ground in the cut and thrust.

GET THE DAVOS INSIDER TEAM WORKING FOR YOU ON A PROJECT BIG OR SMALL  
EMAIL [DAVOS@KETCHUM.COM](mailto:DAVOS@KETCHUM.COM)

# save the date

## Ketchum’s Insights from the Annual Meeting Webinar

Join Ketchum CEO Barri Rafferty in late January for her annual webinar that looks at the major themes seen and heard at the Annual Meeting, and their implications for the business, government and non-profit sectors.

Email [davos@ketchum.com](mailto:davos@ketchum.com) to be added to the invitation list.



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