

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.

Under a theme of "Stakeholders for a Cohesive and Sustainable World," hundreds of reporters from around the world will join these leaders in Davos, eager to hear and eager to 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
- Guidance and negotiation of media partnerships to maximize media cut through ahead of and during the Meeting
- Understanding security access and the security zone in Davos, as well as the many sideline events and opportunities taking place in and around the city
- 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

Ketchum will once again have a dedicated client team on the ground in 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
- On-the-ground real-time video capabilities

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.

CONTACT: LAURA.CLEMENTI@KETCHUM.COM



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



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 bilateral discussions with other agenda-setters.

CONTACT: ALICIA.STETZER@KETCHUM.COM



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.

CONTACT: JAMES.HARDY@KETCHUM.COM



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.

RICHARD GRIFFITHS



Richard Griffiths has over 20 years of experience in broadcast journalism and strategic communications. He spent more than a decade with BBC News as a Business Correspondent and Presenter in New York and across Europe. He has helped Ketchum’s clients navigate every facet of the Annual Meeting.

CONTACT: RICHARD.GRIFFITHS@KETCHUM.COM



RICHARD’S INSIDER TIP

The World Economic Forum is a fast-paced environment, with the news agenda driving much of the conversation. As well-planned and rehearsed your messaging may be, it is essential for your executives to stay close to the agenda and be flexible in their approach to media.

GET THE DAVOS INSIDER TEAM WORKING FOR YOU ON A PROJECT BIG OR SMALL
EMAIL 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 to be added to the invitation list.

