



WEBER ADVISORY

Capabilities & Expertise

World Economic Forum & Davos 2026

Table of Contents

01	WEF and Davos in brief
02	Davos 2026: our point of view
03	How Weber Advisory can help build your Davos 360 Playbook
04	Our team & client experience

The WEF Annual Meeting

WHAT YOU NEED TO KNOW

- Davos, officially known as the World Economic Forum's Annual Meeting, is a **major global tentpole event**
- The five-day meeting represents the **largest concentration of business and world leaders in one place at one time**
- **Over 3,000 official participants**, including business executives, political leaders, academics, journalists and civil society leaders
- **The WEF's overall mission is to improve the state of the world** through public-private cooperation
- **Davos is invite-only**; official "white badge" holders from the private sector must be partners of the WEF

The Davos Fringe



A dynamic marketplace of thought leadership, networking and media opportunities on the sidelines of WEF

In addition to the official WEF event, Davos offers a robust sidelines program, featuring corporate lounges, media-sponsored roundtables, and networking events.

Some estimate that +15,000 unofficial participants attend 1000+ events or sessions on the “Davos Fringe”, making it a dynamic yet crowded environment.

With the right strategy, the Davos Fringe can deliver strong ROI for building global networks, spotlighting thought leadership and engaging in media – both earned and social.

A range of venues offer companies options to host a private event or benefit from office space.

Considerations include market availability, budget and local permit regulations.

Benefits of attending Davos

COMMERCIAL

- “20 business trips in 1”: conduct business meetings with current and prospective customers/partners
- Meet with policymakers, government officials and key opinion influencers including media
- Engage with industry peers, global leaders and policy representatives

CORPORATE REPUTATION & IMPACT

- Leverage a purpose-driven platform to engage key stakeholders and advance understanding & cooperation on global issues
- Launch partnerships and galvanize interest in new impact initiatives
- Drive thought leadership & help shape the global agenda around key issues
- Enhance profile of leadership among peers; introduce new leaders to the global stage
- Engage across media channels and boost the visibility of executive among millions of social media followers



Reasons Davos Remains Relevant:

01

Sets the agenda for the year on economics, geopolitics, climate change, technology, societal transformations, and global media trends

02

Provides a platform for multi-stakeholder, high-level engagement and partnership-building

03

Serves as a "launch pad" for companies to boost their impact, leadership, and ESG commitments

04

Offers a unique and unparalleled media opportunity, including a large digital / virtual footprint that attracts a substantial remote audience.

Table of Contents

01	WEF and Davos in brief
02	Davos 2026: our point of view
03	How Weber Advisory can help build your Davos 360 Playbook
04	Our team & client experience

DAVOS

2026 Playbook

LESS OF

AND MORE OF...

One-off event



Year-round engagement strategy

Self-promotion/selling



Value creation and key stakeholder engagement

Unaligned comms and commercial objectives



Unified comms, CEO and public affairs strategy

Playbook

Key Components

A CONSISTENT AND PURPOSE-DRIVEN NARRATIVE

A BOLD ANNOUNCEMENT

BUILDING PARTNERSHIPS / COALITIONS

TAKING A SYSTEMS-LED, MULTI-STAKEHOLDER APPROACH

ENGAGING EMPLOYEES

CONNECTING TO OTHER GLOBAL TENTPOLE EVENTS

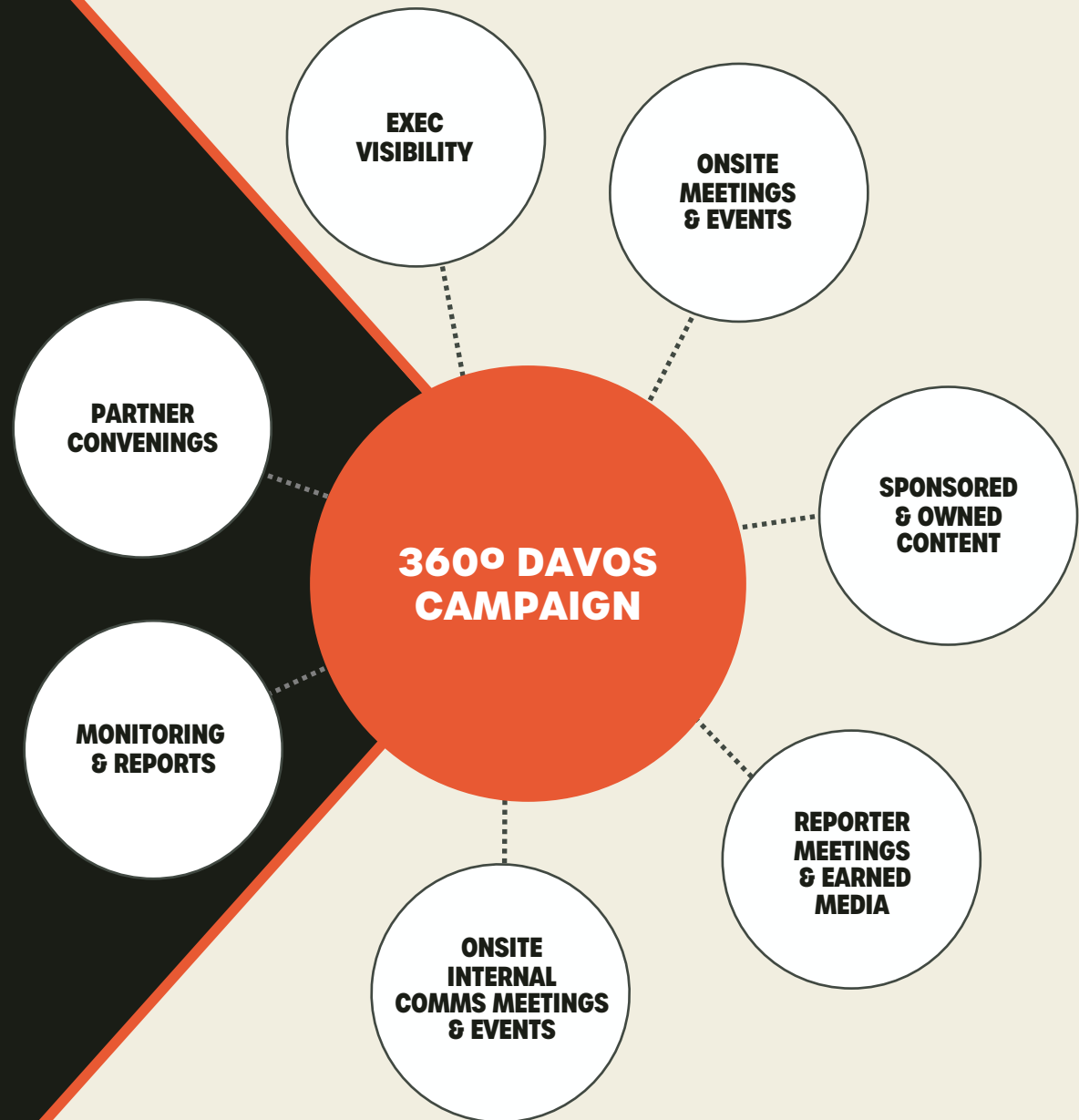


Table of Contents

01	WEF and Davos in brief
02	Davos 2026: Our point of view
03	How Weber Advisory can help build your Davos 360 Playbook
04	Our team & client experience

Let us help you **connect** all the dots

ROI highly depends on the ability to coordinate across teams, deploy multiple channels and connect to the bigger picture strategy.



We can support on all phases of your Davos journey

Analysis & Strategy

LANDSCAPE ANALYSIS

- Events and context intelligence
- Event assessment
- Scorecard tool
- Analytics / AI integration

STRATEGY

- Impact / value add
- Narrative development
- Creative activations
- Executive positioning
- Risk assessment
- Counter-narrative advisory
- Issues management
- Internal workshop facilitation

Convenings

HIGH-TOUCH CONVENINGS

- Vetting options for and designing an “owned” corporate moment on the Davos sidelines
- Participant identification
- Onsite event management
- Content capture

Stakeholder & Partnerships

STAKEHOLDERS

- Stakeholder Mapping
- Facilitation of introductions
- Coalition building

PARTNERSHIPS

- Third-party partnership mapping and vetting
- Brokering and execution of opportunities

Content & Media

DIGITAL CONTENT

- Digital content creation
- Social media campaigns
- Thought leadership strategy and amplification

EARNED MEDIA

- Media whitespace and intelligence
- Event media strategy tailored to delegation
- Media training
- Media events / press conferences
- Share of voice analysis
- Media monitoring and daily recaps

Delegation & Internal

DELEGATION MANAGEMENT

- Personalized agenda building
- Pitching for earned speaking roles
- Social media content
- Briefings

INTERNAL COMMS

- Custom debriefs
- Stakeholder readouts
- Scorecard stocktake

Logistics & Advisory

LOGISTICS

- Budget and procurement planning
- On-ground support
- Sourcing of options for accommodations and/or office space

Planning for Davos must start early

JULY – AUG

Via WEF:

- Partnership planning directly via WEF counterparts.

Via Weber Advisory:

- 360 strategy: Calibration of global strategy and how Davos fits in.
- Initial Davos planning, especially if there are ambitions to host a launch or event onsite in Davos; detailed analysis of needed budget / real estate required.

SEPT –DEC

Via WEF:

- Partnership activation – via engagement into key WEF initiatives and communities.
- Key logistics e.g., registration / hotel.

Via Weber Advisory:

- Advanced planning for any launch or bespoke event in Davos, including vetting of rental spaces, event concept design, event planning and third-party vendor management.

JAN: PRE-DAVOS

Via WEF:

- Official agenda development via WEF session sign-up and speaking role process.

Via Weber Advisory:

- Narrative preparation – messaging and key talking points.
- Sidelines agenda building: Arrange bilateral meetings and manage third-party invitations.
- Media buzz: Options for pre-Davos op-ed placement as a curtain-raiser.

DAVOS WEEK

Via WEF:

- Official program engagement for delegates with “white badges”.

Via Weber Advisory:

- Onsite logistics support and schedule management.
- Media activation with onsite reporting press.
- Content creation for use on owned or social media channels.
- Onsite events: Support to deliver onsite event, as applicable.

POST-DAVOS

Via WEF:

- Debrief on next steps for partnership.

Via Weber Advisory:

- Strategy calibration – unpacking the “so what?”.
- Internal or client debriefs: Town Halls or webinars that bridge back to key stakeholders.

Table of Contents

01	WEF and Davos in brief
02	Davos 2026: Our point of view
03	How Weber Shandwick can help build your Davos 360 Playbook
04	Our team & client experience

Davos Advisors

CLIENT TEAM



KATHERINE DOCAMPO

Senior Vice President, Leadership and Impact Comms & WEF Alum (Geneva)

DAVOS CREDITS: Spent 11+ year as a WEF staffer and was most recently Head of Impact Communications; has worked Davos from the inside over 10 times. Lead for Weber's global client WEF offering.



JOANNA GORDAN

Leadership Communications Consultant & WEF Alum (Geneva)

DAVOS CREDITS: 10+ years advising global companies on WEF and Davos strategies. Formerly WEF's Head of Information Technology Industry, she guides C-suite executives in visibility, thought leadership, and reputation.



SARITA SHAH

Senior Vice President, Strategic Communications (London)

DAVOS CREDITS: Has led Davos ideation and programmed execution for 8 years with clients on the ground and remotely.



JIM O'LEARY

Global President and CEO, North America

DAVOS CREDITS: Global executive sponsor of Weber Advisory's Davos engagement and head of delegation, contributing actively to thought leadership activities..



ALPHONSE DAUDRÉ-VIGNIER

Executive Vice President, Head of Corporate (Geneva)

DAVOS CREDITS: Expert in preparing CEOs for high-stakes media environments like Davos. Lead for AI integration into all aspects of client council vis-a-vis global events..



ARIEL BASHI

Senior Vice President, Integrated Media Relations & Executive Visibility (New York)

DAVOS CREDITS: Covered news from Davos as a journalist / producer. Lead Davos '25 client and corporate media strategies on behalf of Weber Shandwick.



KATE OLSEN

EVP, Weber Advisory North America Thought Leadership Lead; Social Impact & Sustainability Lead (DC)

DAVOS CREDITS: Guided c-suite clients onsite and helped launch cross-sector initiatives and branded side events.



GREG PRAGER

President, Weber Advisory, EMEA

DAVOS CREDITS: Executive sponsor of the Geneva office's global Davos client offering. Active thought leader on corporate affairs strategy.

EXECUTIVE TEAM

Our Davos Clients





WEBER ADVISORY

Weber Advisory is Weber Shandwick's leading modern corporate advisory designed for the realities of today's high-stakes business environment amid a dynamic cultural context.