

TIME

World Economic Forum Annual Meeting Davos 2014



L-R: Cisco Chairman and CEO John Chambers, PepsiCo Chairperson and CEO Indra Nooyi, Bill Gates, Bank of America CEO Brian Moynihan, Wal-Mart President and CEO Mike Duke



Davos 2014: Overview.



January 22-25, 2014, Davos, Switzerland

For 4 days in January, the traditional Swiss ski resort becomes the temporary home to the most powerful individuals from across the world.

- The World Economic Forum (WEF) is an independent, international organization committed to improving the state of the world
- WEF's annual meeting in Davos, Switzerland is the preeminent platform to shape the year's global economic agenda
- WEF brings together over 3,000 world leaders, dignitaries, government officials, academics and CEOs among other influential leaders of society
 - 900 CEOs representing the world's foremost corporations
 - Heads of state and government officials from over 35 countries
- 2014 theme: The Reshaping of the World: Consequences for Society, Politics and Business
 - "Our aim is to develop the insights, initiatives and actions necessary to respond to current and emerging challenges."

TIME PROVIDES UNIQUE HIGH LEVEL ACCESS TO THE PRESTIGIOUS ANNUAL MEETING AND TO THE MAJOR WORLD PLAYERS THAT CONVENE IN DAVOS

TIME Davos Debate.

Unique TIME-WEF partnership stimulates dialogue and debate among global influentials



2013 TIME Davos Debate: “The Rewards of Mastering Risk”

TIME has a long & successful editorial partnership with the World Economic Forum creating unique opportunities for clients across multiple platforms.

- Each year, TIME and the WEF collaborate to present the TIME Davos Debate – where a senior TIME editor and a group of expert panelists engage in a provocative discussion on themes and issues expected to dominate the global economy in the coming year
- The TIME Davos Debate opens the annual meeting and has done so for nearly a decade
- Sets the tone for entire WEF annual meeting
- In 2014, TIME’s International Editor, Bobby Ghosh will host a dynamic and thought provoking debate on the opening day, helping set the agenda for further discussion throughout the Forum

Past panelists include: Mike Duke, President and Chief Executive Officer, Wal-Mart Stores; Martin Senn, Group Chief Executive Officer, Zurich Insurance Group; John Chambers, Chairman and CEO, Cisco; Sharan Burrow: General Secretary, International Trade Union Confederation (ITUC), Brussels; Brian T. Moynihan, Chief Executive Officer, Bank of America, USA; Raghuram G. Rajan, Eric J. Gleacher Distinguished Service Professor of Finance, Booth School of Business, University of Chicago, USA; David M. Rubenstein, Co-Founder and Managing Director, Carlyle Group, USA; Ben J. Verwaayen: Chief Executive Officer, Alcatel-Lucent, France

TIME

360 Engagement.

TIME engages on all platforms at the WEF Annual Meeting

PRINT

TIME reports extensively on the Annual Meeting with two Davos Special Reports.



DISTRIBUTION

- VIP Mailing of the 2 Davos Specials with a co-branded letter sent to the WEF delegate list
- Extra distribution of TIME at key delegate hotels during the WEF in Davos



BESPOKE EVENT SOLUTIONS

Work with TIME to meet your objectives on the ground at Davos with face to face engagements solutions.

TIME NETWORKING EVENT

THE place to meet and greet the global elite on the Thursday early evening in Davos.



DIGITAL

Davos Special on TIME.com across desktop, tablet and mobile.



Davos



Simon Dawson / Bloomberg / Getty Images

Why the Elites Are Losing Sleep

By Rana Foroohar

Direct from Davos, the bubbles and risks that worry top bankers and CEOs

The Future of Davos: Is a Hipper World Forum on Its Way?

By Roya Wolkstein | Jan. 27, 2013 | 6 Comments

If Davos is getting old, as I speculated on [this blog](#) earlier this week, the question is, What will take its place? I spent my final hours at the World Economic Forum trying to suss that out.

The New Yorker's John Cassidy, ...

Davos Wisdom, 2013: Five Lessons from the Global Forum

By Rana Foroohar | Jan. 26, 2013 | 5 Comments

One of the best descriptions of Davos I ever heard originated with my friend David Rothkopf, the CEO of Foreign Policy, whose book "Superclass" is perhaps the definitive chronicle of Davos man. "Davos," he says, "is a ...

The TIME at Davos Debate: The Rewards of Mastering Risk

Jan. 25, 2013 | 1 Comment

Our experts examine the meaning of true leadership in uncertain times

Is the Scene At Davos Getting Old?

By Roya Wolkstein | Jan. 25, 2013 | 5 Comments

Davos has always been maligned for being a playground for elites. The ambrosial [London](#) Mayor Boris Johnson described the event this year as "a constellation of egos involved in orgies of adulation." Of course, exclusivity can work



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Most Popular

Davos Digital Special.

During the Annual Meeting, TIME will provide extensive online coverage dedicated to the issues, people and ideas rising to prominence at this powerhouse gathering.

//FEATURES MAY INCLUDE

- Daily updates throughout WEF annual meeting
- TIME Davos Debate video
- In-book special reports
- Potential Tweet Ticker aggregating Davos-related tweets from TIME editors, Davos delegates and other global influentials

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Davos Print Reports.



TIME reports extensively on the annual meeting with two Davos-themed special reports in the magazine.

//GLOBAL OPPORTUNITY

- TIME's WEF annual meeting coverage includes in-depth walk-up feature and compelling TIME at Davos Debate special report
- U.S., EMEA, Asia and SoPac opportunities available
- 2014 issue dates TBD

Davos Networking Event.

Unique TIME-WEF partnership stimulates dialogue and debate among global influentials



TIME's exclusive event at Davos builds bonds across borders with the world's most influential economic leaders.

Davos elite gather at TIME's annual networking event

- TIME's exclusive event at Davos offers integrated branding opportunities aimed at influencing the influencers
- TIME International Editor and writers to attend 2014 event
- Date: January 23, 2014
- Venue: 77 Promenade, Davos – high-profile venue conveniently located between Congress Centre and busy Hotel Belvedere
- Expected attendees: 300 WEF delegates including CEOs, business leaders, government officials and academics to join TIME's editors for early evening cocktails and conversation

Sponsorship benefits may include:

- Logo on event collateral including save-the-date, event invites
- In-venue branding examples: gift bags, music, interior design
- Networking opportunity with TIME editors and targeted WEF delegate lists
 - 5 invitations to Networking Cocktail
 - 2 invitations to the Intimate Editor's Dinner
- Event wrap-up partner mention

Sponsorship fee: \$25,000