

# 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.



## TIME



## 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 Wolverson | 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 Wolverson | 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**