

World Economic Forum Media Opportunities

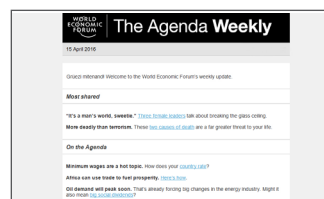
Overview

The World Economic Forum offers a powerful platform for voices from the public and private sectors, civil society and academia on global challenges and to engage the public across multiple channels and various languages. The Forum's Partners and Members are invited to share their views and to join the discussion.



Forum Agenda

Experts from every sector share insights on the most pressing global challenges, on a platform read by over 1.5 million people a month.



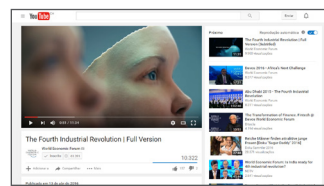
The Agenda Weekly

The Forum shares top stories with an audience of more than 40,000 subscribers from Fortune 500 companies, governments, universities, think tanks and media.



TopLink

TopLink is the collaborative intelligence platform for global leaders. On this website, leaders from business, policy-makers, civil society and academia share their knowledge through articles, cases and continuous collaboration on projects.



Digital and social media

The Forum engages a combined social media audience of over seven million people on Facebook, Twitter, Weibo, WeChat and numerous others who are interested in the work of the Forum.

Global reach

- More than 2,000 journalists attending the meetings of the Forum year-round.
- Televised Sessions in collaboration with leading international broadcasters such as CNN, BBC, Deutsche Welle, France24, NDTV, CCTV, CNBC, Bloomberg or NHK.
- More than 600,000 media and social media mentions of the Annual Meeting in 2015 alone (more than 5% of which are mentioning specific CEOs and chairpersons of Forum Partners and Members)
- Over 1.5 million monthly readers on the Forum Agenda blog
- 7 million followers on social media across channels
- Internationally recognized flagship reports on competitiveness, gender, global risks, etc

How does the Forum work with Partners?

Content and Thought Leadership

Opinion editorials (op-eds): An op-ed is an opinion piece designed to offer a personal take on a particular issue or news event with the aim of sparking or influencing an ongoing debate. The Forum works with Partners to identify topics of general interest and suitable global, regional or national outlets for publishing these op-eds.

Forum Agenda (blog): The Forum Agenda is the World Economic Forum's blog with a monthly audience of more than 1.5 million readers. It publishes and digitally promotes more than 50 posts a day. It is a great tool to shape the global, regional or industry agenda throughout the year and share the company's thought leadership with the international community in English, Chinese and Spanish. Check our guidelines at www.wef.ch/writeforagenda

The Agenda weekly: A newsletter reaching 3,500 decision-makers in governments, global businesses, universities, think tanks, etc.

Press releases: Based on the merit of the content and its relevance to the Forum's mission, the Forum may distribute press releases in collaboration with Partners to the relevant subset of its media contacts.

Content partnership: The World Economic Forum enters content partnerships with media outlets and corporate publishing sites as long as they offer non-commercial, issue-driven content that is of relevance to a broader audience.

Meeting-Related Opportunities

Televised sessions and livestreamed sessions: At its meetings, the Forum works with the world's leading broadcasters to put together televised sessions that address issues of global importance.

Press conferences: The Forum invites media attending its events to press conferences on newsworthy announcements that are filmed and often livestreamed. News items could be the launch of a major initiative or report of one or more Partners in collaboration with the World Economic Forum.

Media leaders: Partners can use TopLink to contact and engage with Media Leaders. The Media Leader community includes editors-in-chief, senior columnists, chief correspondents and anchors from around the world. They have full access to all Forum meetings and participate in Forum meetings under the Chatham House Rule.

Reporting press: Partners can work with hundreds of journalists that are accredited to Forum events, including correspondents, news agencies and major global and national outlets. The Forum can help to identify outlets that are interested in particular issues or regions.

Twitter list of participants: The Forum compiles an official Twitter list of meeting participants. Tweets from the official Twitter list will be displayed on the Forum's Digital Wall at meetings.

Short-form social videos and memes: The Forum's Digital team produces memes, social video, teaser videos, Snapchat stories, infographics, etc. to engage its various target audiences and demographics with shareable pieces of content that can help to kindle and inform the public.

Photographers: The official photographers of the Forum cover sessions and major events. Pictures are available online and can be used without cost as long as properly attributed to the World Economic Forum.

Interviews: The Forum helps to arrange interviews for Partners at meetings with accredited media, depending on the merit of the content and the interest of media outlets. The Forum can also help to book interview rooms for broadcast or print/online interviews.

Strategic Support

The Forum's Media and Digital teams are available for Partners to discuss and explain media strategies and communications plans, including best practices, support on outreach and on-site support.

Contact your Engagement Manager to learn more about the media opportunities at our events and throughout the year.