

Media Guidelines for Accredited Media

DAVOS-KLOSTERS, SWITZERLAND
15 - 19 JANUARY

General and logistical information for accredited members of the media including reporters, broadcasters and their crews, and agency pool photographers

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Code of conduct

The World Economic Forum Annual Meeting aims to accelerate public-private collaboration through initiatives, communities and partnerships to improve the state of the world. Media play a key role in participating in these conversations and communicating these themes and outcomes to public audiences.

1. **Professionalism**

Uphold the highest standards of professionalism in your interactions with all participants, including fellow journalists, attendees, and event staff.

Demonstrate respect for diverse perspectives and engage in constructive dialogue.

2. **Privacy**

Only report on sessions, interviews and conversations that are on-the-record.

3. **Integrity**

Commit to accuracy and fairness in all forms of reporting.

Ensure that information is presented in a balanced and truthful manner, and avoid sensationalism, bias, or misrepresentation of facts.

4. **Relevance**

Focus on news-making moments, insights and experts connected with the Annual Meeting

Acknowledge that the only activities connected to the World Economic Forum are those that occur in the Congress Centre and are in the official programme.

Non-compliance with this Code of Conduct may result in the revocation of accreditation, either for the individual or the entire organization, at current and future Forum events.

Forum Live – For Reporting Press



Forum Live is the World Economic Forum's new mobile app dedicated for events.

As a member of the reporting press you will be able to:

- Browse the official programme and bookmark sessions to your calendar
- Browse the participants list
- Access useful information and documents



[Download Forum Live](#) on your mobile device



Log in with your Forum ID

- Check your email inbox. You should have received an email asking you to activate your Digital Member account

If you already have an active Forum account, skip this step

- Sign in with the same email you used for registration

TIP: Get a magic link sent to your email inbox for passwordless login

NOTE

For support, contact ForumLive@weforum.org

Important locations

- The Kurpark Village is located on Kurgartenstrasse within the security perimeter of the Congress Centre: badges are required for access to this area.
- The Press Conference Room is on level 0 of the Kurpark Village.
- The Media Centre (Print) is on level 1 of the Kurpark Village.
- The Broadcasting Centre is on level 1 of the Kurpark Village.
- The Press Delegation Area (travelling with heads of state/ government) is on level 0 of the Kurpark Village.

Please use the Promenade entry from the Promenade level or via the Kurpark Village only. The Promenade entry is the closest entry to the Congress Centre and is near the path to the Media Village. The main entrance on Talstrasse is reserved for participants only.

Media registration

The media accreditation application closed on 30 November 2023; no accreditation will be granted on the spot in Davos.

All accreditation requests are subject to final confirmation by the World Economic Forum. The Media Registration is located at the Kurpark Village.

Should you have any more queries, please contact Aya Ayouché in advance at aya.ayouche@weforum.org

Opening hours

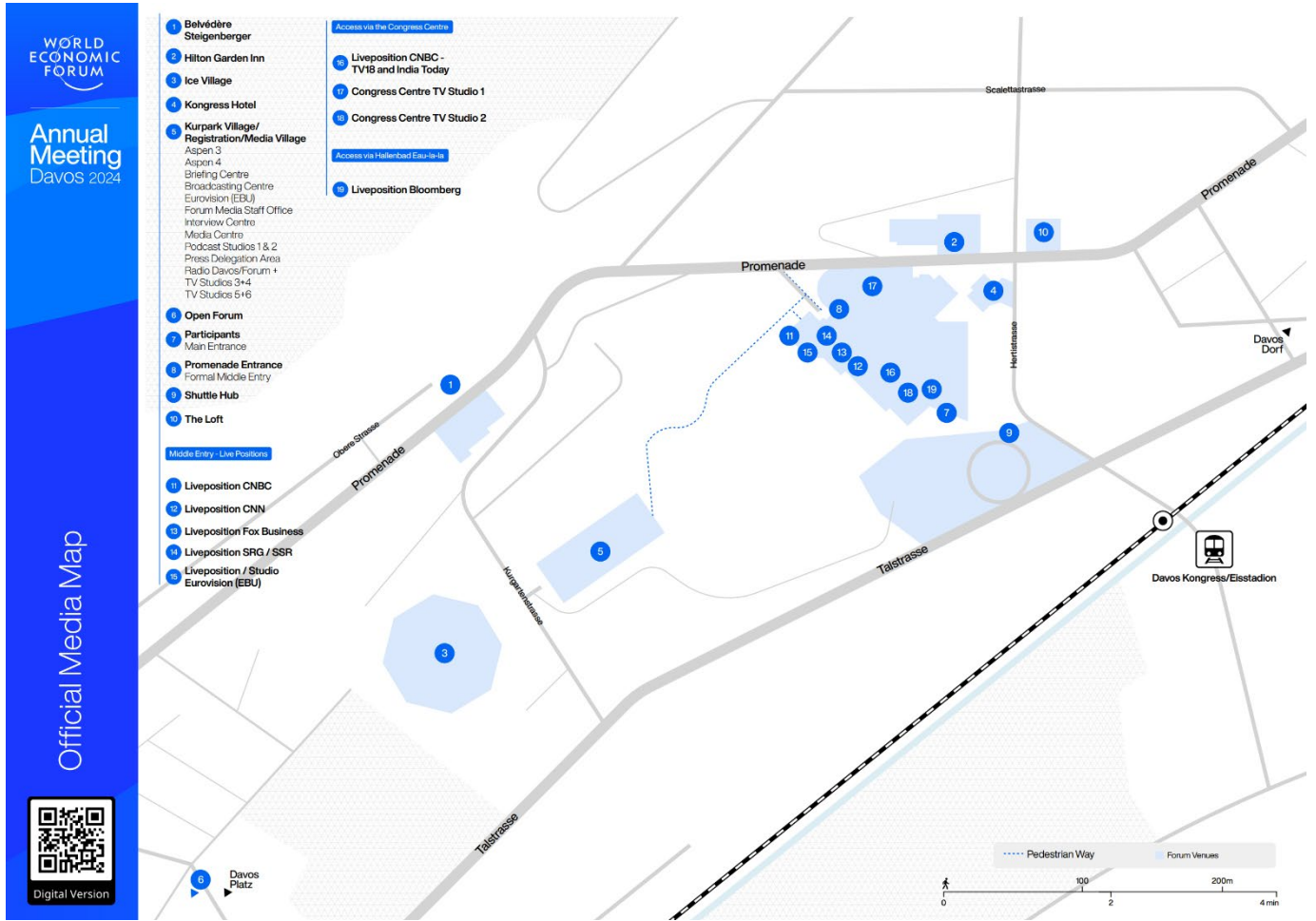
Sunday 14 January	Monday 15 January	Tuesday 16 January	Wednesday 17 January
8.00-18.00	8.00-20.00	7.00-20.00	7.00-20.00

Thursday 18 January	Friday 19 January
7.00-19.00	07.00-14.00

Health and safety

- Together with the Government of Switzerland and cantonal health authorities, the World Economic Forum has developed rigorous protocols for a safe and successful in-person gathering for participants and staff, to be followed throughout the entire Annual Meeting 2024.
- Updates to these health measures will be published regularly on TopLink to adapt to changes in the context and based on ongoing consultations with authorities and experts.

Official Media Map



Restricted air space during the Annual Meeting 2024

There will be a restricted air space in the Davos area during the Annual Meeting 2024. Further information will be available on the website of the Federal Office of Civil Aviation: <https://www.bazl.admin.ch/bazl/en/home.html>.

Additional information (incl. the Police hotline) can be found on the following page: [2024 - FAQ - English \(gr.ch\)](#).

Emergencies

Evacuation routes and emergency exits must be kept clear at all times, which means filming equipment must be set up accordingly.

There will be different medical services available in Davos during the Annual Meeting:

- Infirmary and ambulance at the Congress Centre (Level -1) during official programme hours
- Davos Hospital (Promenade 4, 7270 Davos Platz)

Emergency numbers

Inside the meeting venue, please call the Forum emergency number: +41 (0)79 523 9195

Emergency numbers in Davos:

Police: 117
Fire services: 118
Medical emergency: 144

Badge access and TV rotation



Reporting press wearing this badge will have full access to the Congress Centre [as of 14.00 on 15 January](#). For access to the sessions, please see details below.



Media Technical Badge holders (producer/cameraman/ soundman) of accredited broadcasters will be assigned this technical badge. You will have full access in the Media Village, Press Conference room. Access to the Congress Centre is restricted and time limited. Please check the TV rotation section.



Members of the media travelling with heads of state/government are assigned a Press Delegation badge. Access for press delegations is restricted to on-the-record sessions in which their head of state/government is on the panel, as well as bilateral meetings upon confirmation from both parties. For more information about press delegation access, contact di.dai@weforum.org and muzi.li@weforum.org.

TV rotation

- To film inside the Congress Centre, camera crews must sign up for a 30-minute TV rotation at least six hours in advance; each media crew may book at most twice per day.
- TV rotations need to be booked with a member of the Media team; the name of the person in charge will be communicated closer to the meeting.
- During the TV rotation, filming is allowed in public areas of the Promenade entry and on the lower level of the Congress Centre, as well as in two designated TV studios and in various interview rooms.
- Only two TV crews are allowed in the Congress Centre at the same time.
- Filming is not allowed in any sessions inside of the Congress Centre; please contact Eurovision (see below) for video feed.
- Please note that Media Technical Badge holders with large cameras/equipment are **not allowed** to enter the Congress Center unaccompanied.

Access to sessions

Room	Sign-up	Livestreamed	Access to media
Congress Hall	No	Yes	Yes, limited seating, on first come, first served basis
Sanada	Limited capacity	Yes	Yes, 20 seats for Media, on first-come, first-served basis
Aspen 1	Limited capacity	Yes	Yes, 10 seats for Media, on first-come, first-served basis
Aspen 2	Limited capacity	Yes	Yes, 10 seats for Media, on first-come, first-served basis
Aspen 3 (Kurpark Village)	Limited capacity	Yes	Yes, 5 seats for Media, on first-come, first- served basis
Aspen 4 (Kurpark Village)	Limited capacity	Yes	Yes, 5 seats for Media, on first-come, first-served basis
Open Forum	No	Yes	Yes
Ignite	No	Yes	No
Accelerator	No	No	No
Spotlight	No	Yes	No
Fusion	No	Yes	No
Lab	No	No	No
Salon	No	Yes	No
Ideas Hub (not all sessions filmed, to be updated)	No	No	No

Important information about sessions

- Seats are limited and on a first-come, first-served basis; please arrive early. For more information, please check on site at the Media Information Desk in the Media Village.
- All sessions taking place in other rooms, workshops and meals are off the record and not open to reporting press.
- Filming is not allowed in any sessions in the Congress Centre. Should you wish to take the video feeds, see the “Broadcasting Centre” section below.
- Press Conferences are arranged for the reporting press and are on the record. An audio feed will be available in both rooms. Filming is allowed.

Pool coverage and live signals

Pool coverage is provided by the two host broadcasters working on behalf of the World Economic Forum:

- SRF (Swiss TV) will film sessions taking place in the Congress Hall, Sanada, Aspen 1, Aspen 2, Aspen 3, Aspen 4, Open Forum and Media Briefing room; all of these sessions will be available live via Eurovision except for the co-hosted televised sessions; you can find details in the filming schedule.
- Eurovision will distribute the pool signals (of all the above sessions) to broadcasters with individual workspaces in the media village. A remote pool distribution system will be available to off-site broadcasters as well as live broadcast-quality transmissions.
- During the pool coverage of the sessions, issue briefings and press conferences will be provided free of copyright charge by the World Economic Forum, a technical access fee will be charged by Eurovision.

Webcast (Livestream)

The World Economic Forum provides high-quality webcasts of all public (on-the-record) sessions.

1. These sessions will be livestreamed and available as VOD (video on demand) around one hour after the end of the session. Sessions co-produced with media organizations may take longer to be available as VOD; in this case, a release date will be displayed on the video player.
2. The webcast player can be embedded in full or as individual sessions.
3. Videos for each session can be downloaded as MP4 directly from the webcast video player around one hour after the end of the session.
4. For technical or any additional information, please contact Beatrice Di Caro at Beatrice.DiCaro@weforum.org.
5. Instructions on how to embed the live webcast player and individual sessions will be available on www.wef.ch/wef24

Please check with Chloé Laluc at chloe.laluc@weforum.org for co-hosted televised sessions that will not be made available.

Broadcasting Centre

The Broadcasting Centre is located on level 1 of the Kurpark Village. Opening hours are from 07.30 to 22.00 daily.

For information on workspace booking and Eurovision service, contact Eurovision by email at wef@ebu.ch, or by telephone at +41 (0)22 717 2840.

Interview rooms and live positions

Unequipped TV studios provided by the Forum

The World Economic Forum provides six unequipped TV studios free of charge. They can be booked for a 30-minute time slot on a first-come, first-served basis.

Kurpark Village

- Four TV Studios in Level 0 (kurpark village)

Congress Centre

- Two TV interview rooms are in the Congress Centre on the intermediate level opposite Pisch.
- One unequipped balcony live position, managed by the Forum Media team, may be booked on a first-come, first-served basis.

Contact Sahil.Raina@weforum.org and Annamaria.lapaj@weforum.org for interview room booking links by early January. Please book rooms by yourself through the booking links. Booking is also possible at the Media Information Desk in the Media Village.

Equipped live positions and equipped TV studios operated by Eurovision

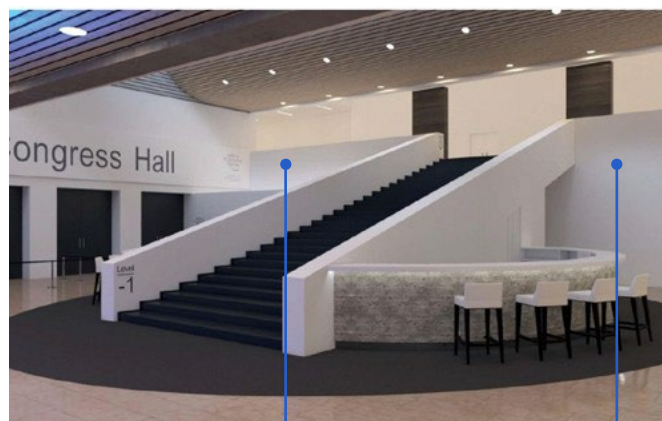
Eurovision will provide several live positions and a fully equipped studio in Davos. Please contact Eurovision by email at wef@ebu.ch.

EBU Television studios

- Broadcast studio on the roof of the Congress Centre, next to the Extrablatt restaurant (outside)
- Live positions next to the main stairs leading to the Congress Hall (inside)
- Live TV stand up positions on level -1

EBU Radio

- Radio studios, on level 1 of the Kurpark Village (inside the tent)



Eurovision Live
Position (2x)

Forum Live
Position (2x)

Record your podcast at the World Economic Forum in Davos

As you prepare for the World Economic Forum Annual Meeting 2024 in Davos-Klosters, we are pleased to share information on how we can support you to record your podcast.

The Forum is making [two recording spaces](#) available free of charge for podcasters and accredited media. Both of these spaces are located within the Kurpark Village. Please see more details on the location in the Media Map.

These sound-proof spaces are accessible 24 hours a day through the Promenade entrance to the Congress Centre every day of the meeting. Each recording room can accommodate one interviewer, one interviewee and one other person and contains the following pieces of equipment:

- 2 Shure SM7B microphones
- 2 adjustable microphone stands
- 4 XLR Cables M/F 5m
- 1 Focusrite USB Interface
- 2 Shure headphones

Spread the word about Forum podcasts

It would be greatly appreciated if you would mention the Forum's podcasts in your episodes (e.g. the host could say: 'Check out the World Economic Forum's range of podcasts, including Radio Davos and Meet the Leader. Find out more at wef.ch/podcasts, and on social media using @wef and #wef23.

How to book a recording studio

We are accepting 30-minute booking slots. Registered media can book via TeamUp.

Print Media Centre

The Print Media Centre is located on level 1 of the Kurpark Village. Opening hours are from 07.30 to 22.00 daily.

- The Print Media Centre is equipped with power plugs, photocopiers, computers with internet access and wireless connections.
- The Print Media Centre is equipped with screens with live transmission of plenary sessions.

- For ISDN or ADSL lines, please see the section on telecommunications services below.

Please do not leave your belongings unattended in the Kurpark Village; the World Economic Forum does not claim any responsibility for lost items.

Pool photographers and photo access

The World Economic Forum has a team of official photographers. All photos taken by these official photographers will be available in high-resolution in the World Economic Forum photo databases; photos are free of charge for media to download and use by crediting the World Economic Forum as the source. Please also use the [QR Code](#).

The photo agencies that have been granted access are The Associated Press, Agence France Presse, Thomson Reuters, Bloomberg, Keystone and Xinhua. No other photographers will be accredited to cover the Annual Meeting.

Important

Only accredited agency photographers have right to take photographs inside session rooms. Any other members of the media who are found taking photos in any of the sessions in the Congress Centre (i.e. do not abide by these media guidelines) will lose their accreditation for this meeting and other World Economic Forum events.

To access all The World Economic Forum Annual Meeting 2024 photos you can go here: <https://wef.ch/DigiLibAM24>

Acknowledgement policy

The World Economic Forum requests that its full name be mentioned in all reports related to its activities.

- Print/radio – Any article or interview derived from the meeting should mention both the World Economic Forum and the World Economic Forum Annual Meeting 2024.
- Television – Any programme or interview derived from the World Economic Forum Annual Meeting 2024 should mention the World Economic Forum or visibly display the Forum's logo; if you need a World Economic Forum logo or backdrop, please contact Chloe Laluc by email at chloe.laluc@weforum.org.

- Photos – Any photos published from the World Economic Forum Annual Meeting 2024 should mention the World Economic Forum; for any additional questions, please contact Kamal Kimaoui by email at Kamal.kimaoui@weforum.org.

Online publications

Any article or interview related to the World Economic Forum Annual Meeting 2024 should mention the World Economic Forum. If you wish to create a link to the World Economic Forum's website, please contact website@weforum.org.

Sustainability measures

- All public buses and trains in Davos-Klosters are free of charge for all badge holders (all types of badge). Walking is highly encouraged and a walking map is provided at the registration.
- The Forum aims to reduce waste in all its activities. For example, single-use plastics for beverages have been removed and water fountains with fresh Davos mountain water installed. Help reduce waste by bringing your own refillable water bottle and cutting down on the use of printed materials, including newspaper distribution, and properly disposing waste in recycling bins. Go digital and use the TopLink app freely available allowing free access to media coverage, and limit food waste by taking small portions.
- Boxes to recycle batteries will be available in the Media Village and Congress Centre.
- The Forum aims to reduce the carbon emissions of all its event activities. Since 2017, all event-related emissions are calculated and offset 100% by supporting environmental projects.
- For questions and feedback for how the Forum could further reduce its environmental footprint, contact sustainability@weforum.org.

Travelling by train to Davos

The World Economic Forum promotes and supports low-emission transport options as part of its global strategy to limit the environmental impact of the Annual Meeting. In addition to the environmental benefits of lower-emission travel, if you come by train to Davos-Klosters, you can avoid traffic as well as enjoy the stunning Swiss Scenery.

- **Step 3:** Once the event is over you will receive an email with a link to a platform that invites you to submit your train ticket refund claims.
- **Step 4:** When all needed documents are received, you will receive the reimbursement directly to your bank account.

Full Refunds for Train Tickets:

- In an effort to promote sustainable travel, the Forum will now fully refund participants who travel by train from anywhere in Europe to Davos. Do not hesitate to mention it to your constituents during your regular connects.
- More details can be found on the [Transport Services](#).
- More information on how participants can benefit from the refund below:

From Europe to Davos by Train

- Annual Meeting 2024 badge holders* coming by train from any country in Europe to Davos, can benefit from a **100% refund** on the train ticket's price.

**AM24 badge holders: Registered participants, accompanying person of a registered participant and accredited media/press are eligible. Hotel badge holders are not eligible.*

- **Step 1:** If interested in the offer, please create your account on our [internet platform](#).
- **Step 2:** Buy your train ticket. You must arrive and/or take a return journey by train between any country in Europe and Davos between 9-24 January 2024. You can book either a first-class or second-class ticket.

Other information

- Due to the limited number of hotel rooms in Davos-Klosters, we urge accredited journalists to book their own accommodation immediately (renting apartments is also a good option); please contact the Davos Tourism Office (<http://www.davos.ch>) for hotel advice; the Forum is unable to provide accommodation for accredited reporters.
- A business suit or smart casual wear is appropriate during the Annual Meeting.
- Do not leave your belongings unattended in the Congress Centre; the World Economic Forum is not responsible for lost items.

Directory

World Economic Forum Media team contacts

For reporting press related questions:

Aya Ayouche

Aya.ayouche@weforum.org

For televised session related questions:

Chloe Laluc

Tel.: +41 (0)79 589 7002

chloe.laluc@weforum.org

For webcast related questions:

Beatrice De Caro

Tel.: +41 (0)79 225 2498

Beatrice.DiCaro@weforum.org

For host broadcaster related questions:

Chloe Laluc

Tel.: +41 (0)79 589 7002

chloe.laluc@weforum.org

For TV rotation booking:

Contact details will be provided closer to the meeting.

For other questions:

Yann Zopf

Tel.: +41 (0)79 204 1610

yann.zopf@weforum.org

Or

Chloe Laluc

Tel.: +41 (0)79 589 7002

chloe.laluc@weforum.org

For workspace booking in the broadcasting centre, pool signals, live positions and equipped tv studio booking:

Eurovision

Tel.: +41 (0)22 717 2840

wef@ebu.ch

Useful links

- Watch [live webcasts](#) of sessions and [get more information](#) about the Annual Meeting 2024 at wef.ch/wef24
- embed codes can be found beneath each session in the programme
- Read the [Forum Agenda](#) at <http://wef.ch/agenda>
- Watch our videos at <http://wef.ch/video>
- See our global sites in Chinese <http://wef.ch/chinese>, Japanese <http://wef.ch/japanese> and Spanish <https://es.weforum.org>
- Become a fan of the Forum on Facebook at <http://wef.ch/facebook>
- Follow the Forum on X on [@wef](#) and [@davos](#) (hashtag #WEF24)
- Follow our [Instagram](#) at <http://wef.ch/instagram>
- Follow us on [LinkedIn](#) at <http://wef.ch/linkedin>
- Follow us on TikTok at <https://www.tiktok.com/@worldeconomicforum>
- Follow us on YouTube at <http://wef.ch/youtube>
- To follow us on WeChat or Weibo, search for 世界经济论坛
- Learn about the Forum's commitment to sustainability at <https://www.weforum.org/about/sustainability-world-economic-forum>
- Subscribe to [Forum news releases](#) at <http://wef.ch/news>