



COLOMBIA

08.2023



## Annual Meeting of the World Economic Forum

15 - 19 January 2024

Davos - Klosters  
Switzerland





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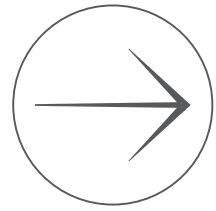
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WHY US?

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## A unique platform

The Annual Meeting of the  
World Economic Forum

▪ 2'700+  
PARTICIPANTS\*

◆ FROM 130+  
COUNTRIES\*

▪ 400+  
MEDIA LEADERS  
AND REPORTING PRESS\*

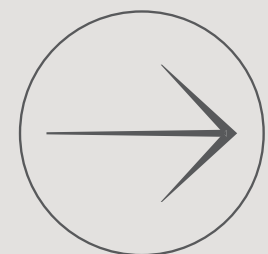
*\*based on the Annual Meeting 2023*

AM24 | 3



The Annual Meeting anchors the World Economic Forum's philosophy of collaborative, multistakeholder impact, providing a unique collaborative environment in which to **connect**, **share** insights, **gain** fresh perspectives, and **build** problem-solving communities and initiatives. The meeting will bring together leaders and experts from around the world. Participants will include the chief executives and chairs of the Forum's partner and member companies, political leaders and heads of international organizations, civil society representatives, academic experts, youth leaders and key figures from the worlds of art, culture, science and technology.





# The Annual Meeting in numbers\*

480+

Open, invitation-only and affiliated sessions took place during the Annual Meeting 2023

390+

Head of States & Public Figures attended World Economic Forum events in 2023

700+

Experts and heads of the world's leading universities, research institutions, and think tanks attended World Economic Forum events in 2023

5+ MILLION

Views on livestreamed sessions across all social media channels in 2023

600+

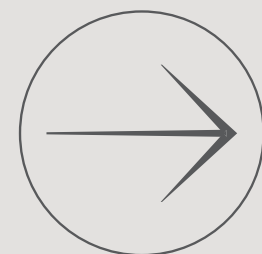
World's top CEOs from the Forum's Members and Partners joined the Annual Meeting in 2023

1500+

International business and thought leaders gathered at the Annual Meeting 2023

*\*based on the Annual Meeting 2023*





# Taskforce

How to get the best of the Annual Meeting



UNITY OF  
PLACE



UNITY OF  
TIME



UNITY OF  
ACTION

Colombia should compose its taskforce with key contributors, in collaboration with the Forum and in line with the Charter of Participation to ensure its relevance and engagement at the Forum level. The **exceptional networking opportunities, knowledge** and **exposure** driven by the Annual Meeting represent a unique occasion for Colombia to :



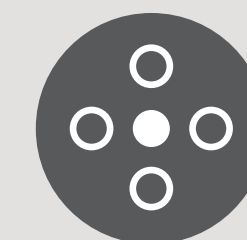
POSITION

the country, its values, its vision  
and its stakes on the global agenda



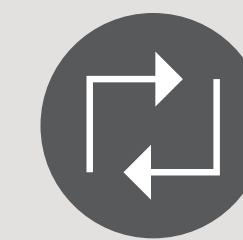
CHAMPION

the country's key executives



ENGAGE

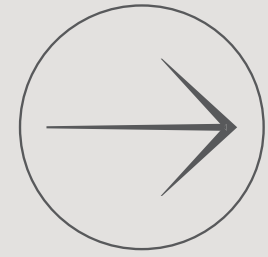
with public figures, industry  
leaders and key influencers



ACTIVATE

virtuous investment  
cycles at all levels



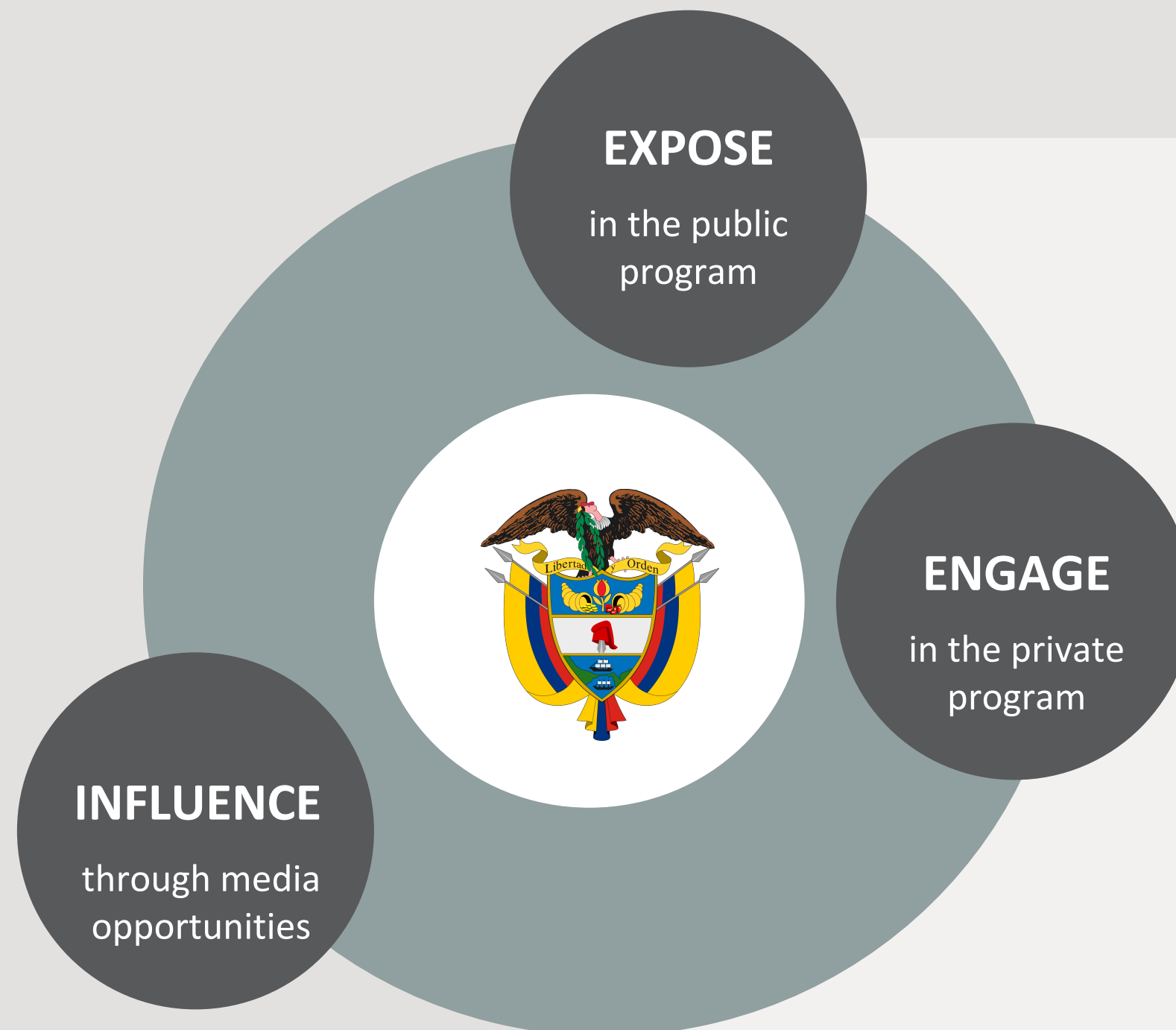


# Taskforce

How to get the best  
of the Annual Meeting

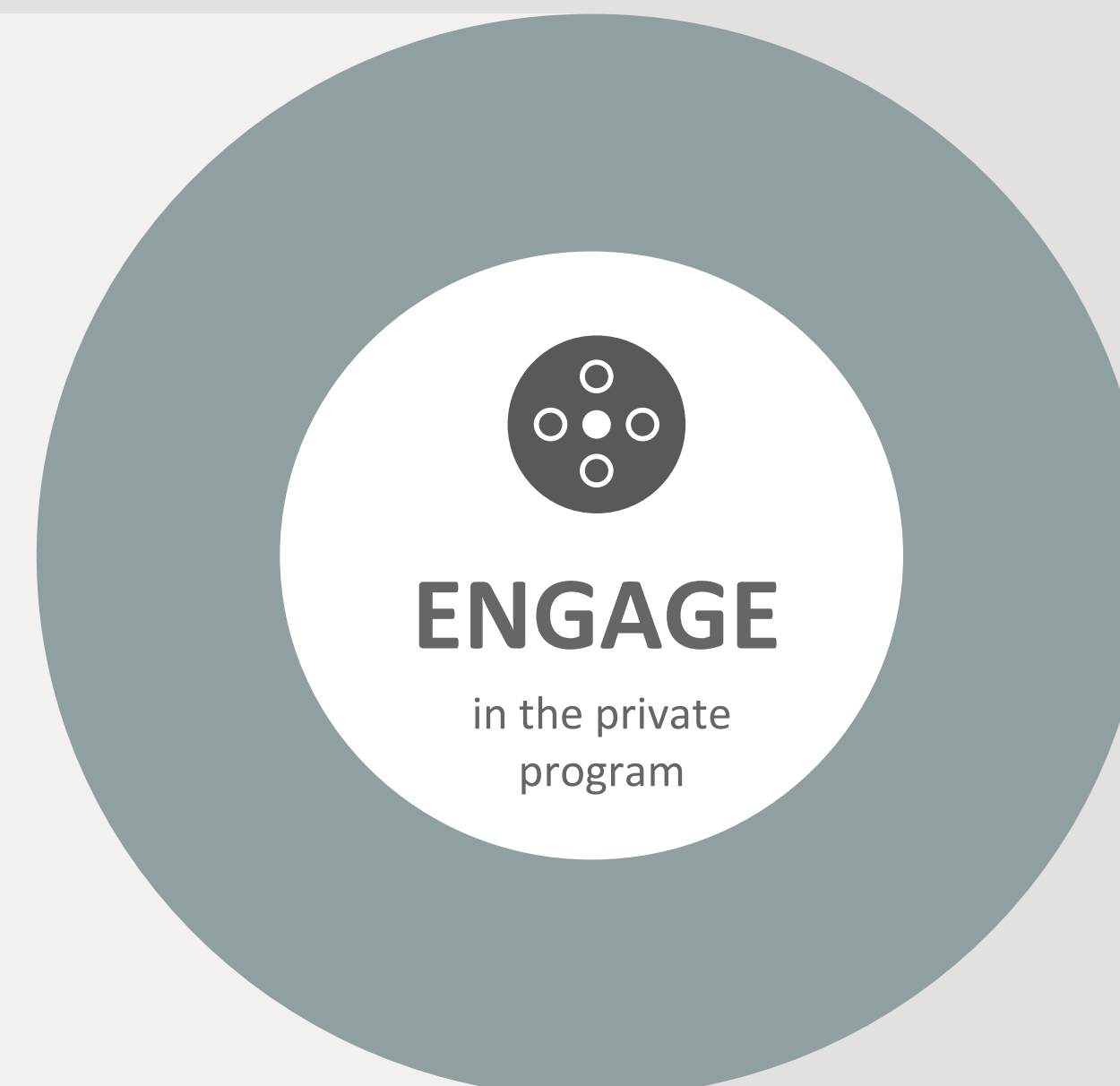
## GLOBAL APPROACH

How to link the country's private initiatives with the Annual Meeting's global environment, and maximize Colombia's **visibility** and **exposure** ?



## ACTIVATIONS DEVELOPMENT

How to develop the best **private initiative(s)** based on Colombia's objectives and the messages the country would like to convey ?





# VENUE OPTIONS



❖ PAVILION







# PROMENADE 63 – GRISCHETTA





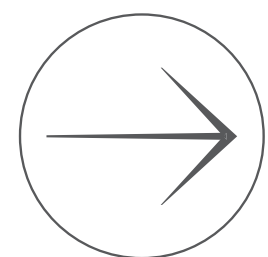




Existing shop



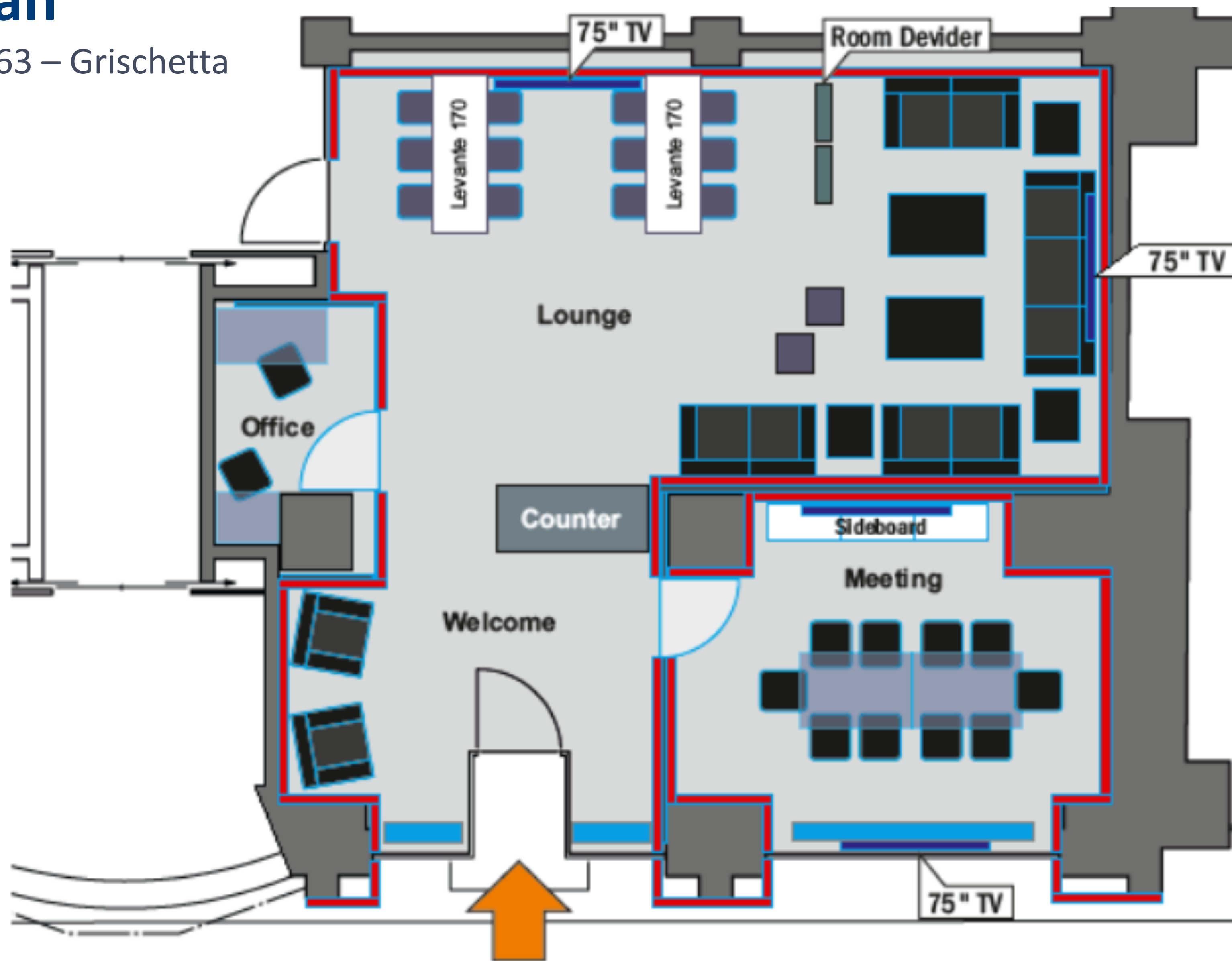




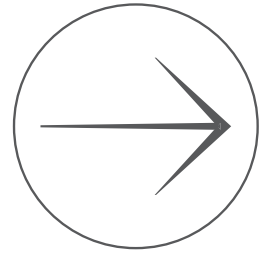
# Floorplan

Promenade 63 – Grischetta

77sqm



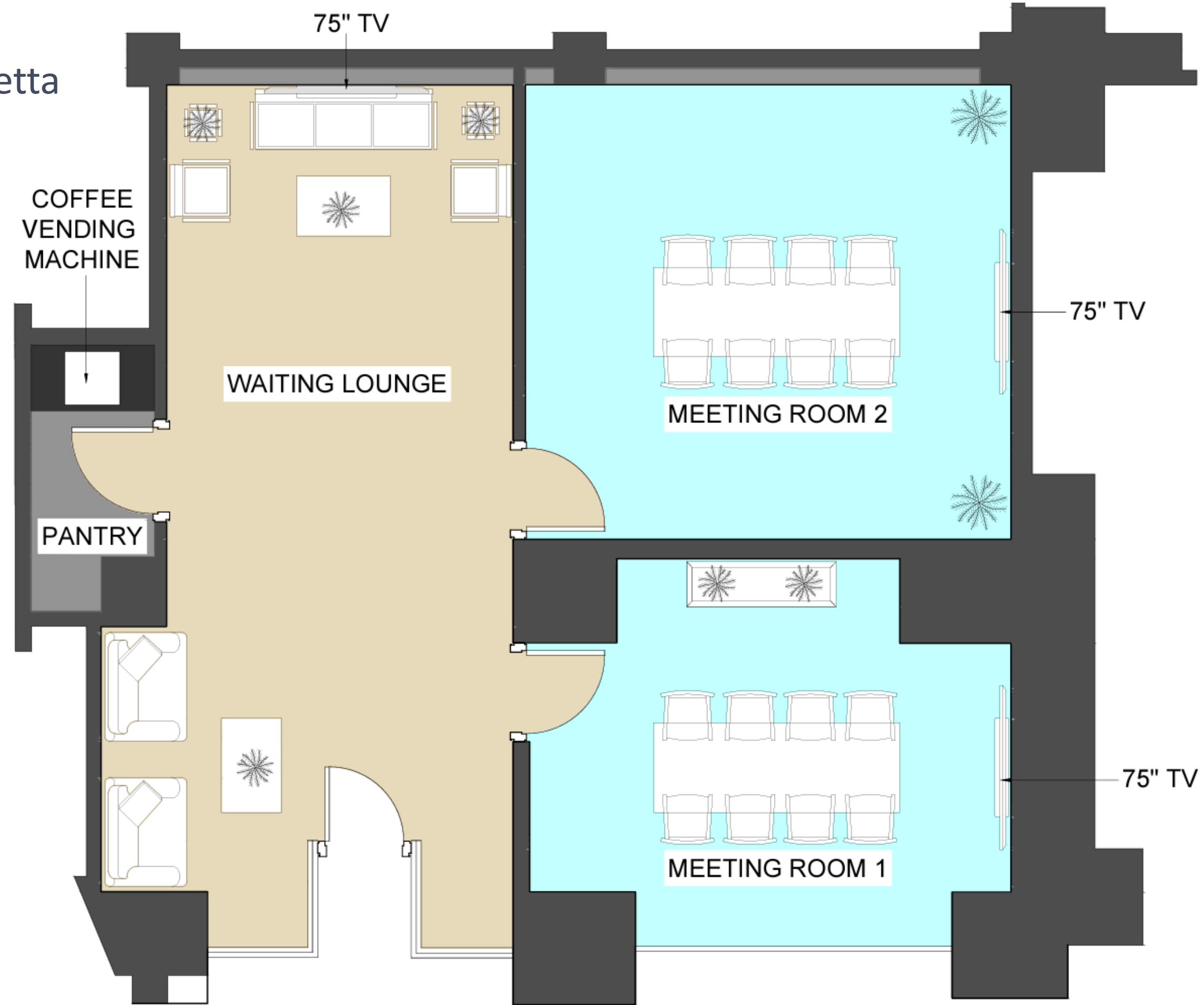




# Floorplan

Promenade 63 – Grischetta

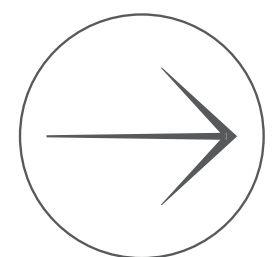
77sqm











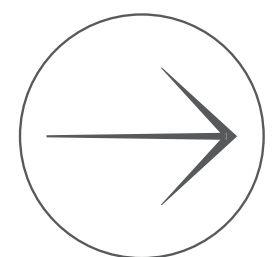
# Implementation' suggestion

Promenade 63 – Grischetta

77sqm







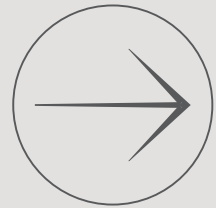
# Implementation' suggestion

Promenade 63 – Grischetta

77sqm







# Estimated budget

## Colombia at the Annual Meeting

	PROMENADE 63 – Grischetta 77 sqm <i>available</i>
ESTIMATED VENUE RENTAL Venues are rented as is	CHF 170'000
EXPERIENCE DESIGN (to be adapted to the scope of work) <ul style="list-style-type: none"><li>- Setup and decoration</li><li>- Technical equipment</li><li>- Logistics &amp; staff cost</li><li>- On site venue manager</li></ul>	CHF 250'000 - 400'000
FOOD & BEVERAGE (to be adapted to the scope of work) Range provision to be considered for a reception and coffee breaks throughout the Annual Meeting week	CHF 50'000 – 70'000
PUBLICISLIVE FEES (15%) A 15% agency fee will be applied on all invoiced amounts.	15%

N.B.1 THE RESERVATION SYSTEM WORKS ON A « FIRST COME, FIRST SERVED » BASIS.  
N.B.2 THE VENUE BOOKING CAN ONLY BE CONFIRMED THROUGH A WRITTEN AGREEMENT SIGNED BY BOTH PARTIES.  
N.B.3 MENTIONED PRICES ARE ESTIMATES AND EXCLUSIVE OF VAT (8.1%).

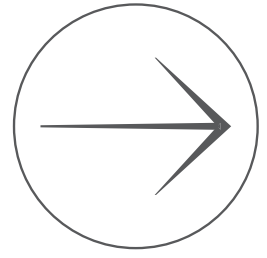


# PROMENADE 63 – SWISSCOM



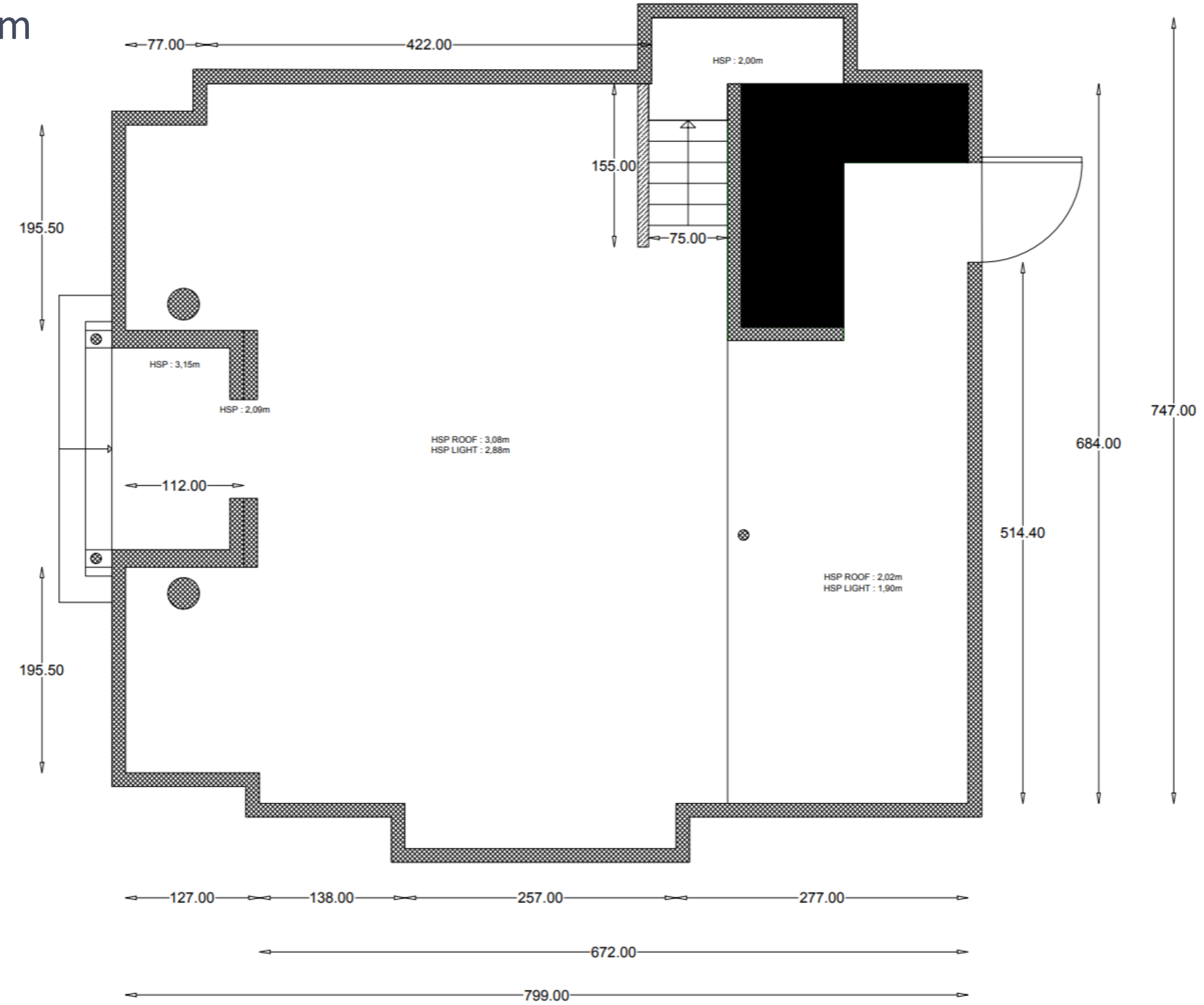




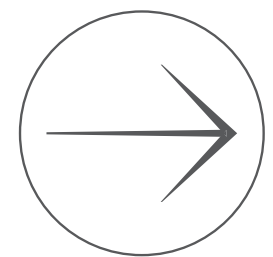


# Layout

Promenade 63 – Swisscom  
57sqm







# Floorplan

Promenade 63 – Swisscom

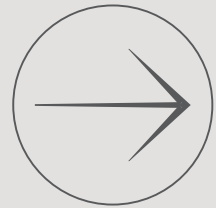
57sqm











# Estimated budget

## Colombia at the Annual Meeting

	PROMENADE 63 – Swisscom 57 sqm <i>available</i>
ESTIMATED VENUE RENTAL Venues are rented as is	CHF 120'000
EXPERIENCE DESIGN (to be adapted to the scope of work) <ul style="list-style-type: none"><li>- Setup and decoration</li><li>- Technical equipment</li><li>- Logistics &amp; staff cost</li><li>- On site venue manager</li></ul>	CHF 250'000 - 350'000
FOOD & BEVERAGE (to be adapted to the scope of work) Range provision to be considered for a reception and coffee breaks throughout the Annual Meeting week	CHF 50'000 – 70'000
PUBLICISLIVE FEES (15%) A 15% agency fee will be applied on all invoiced amounts.	15%

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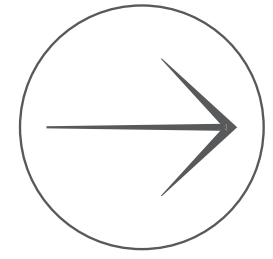


# PROMENADE 57 – OLD BANK



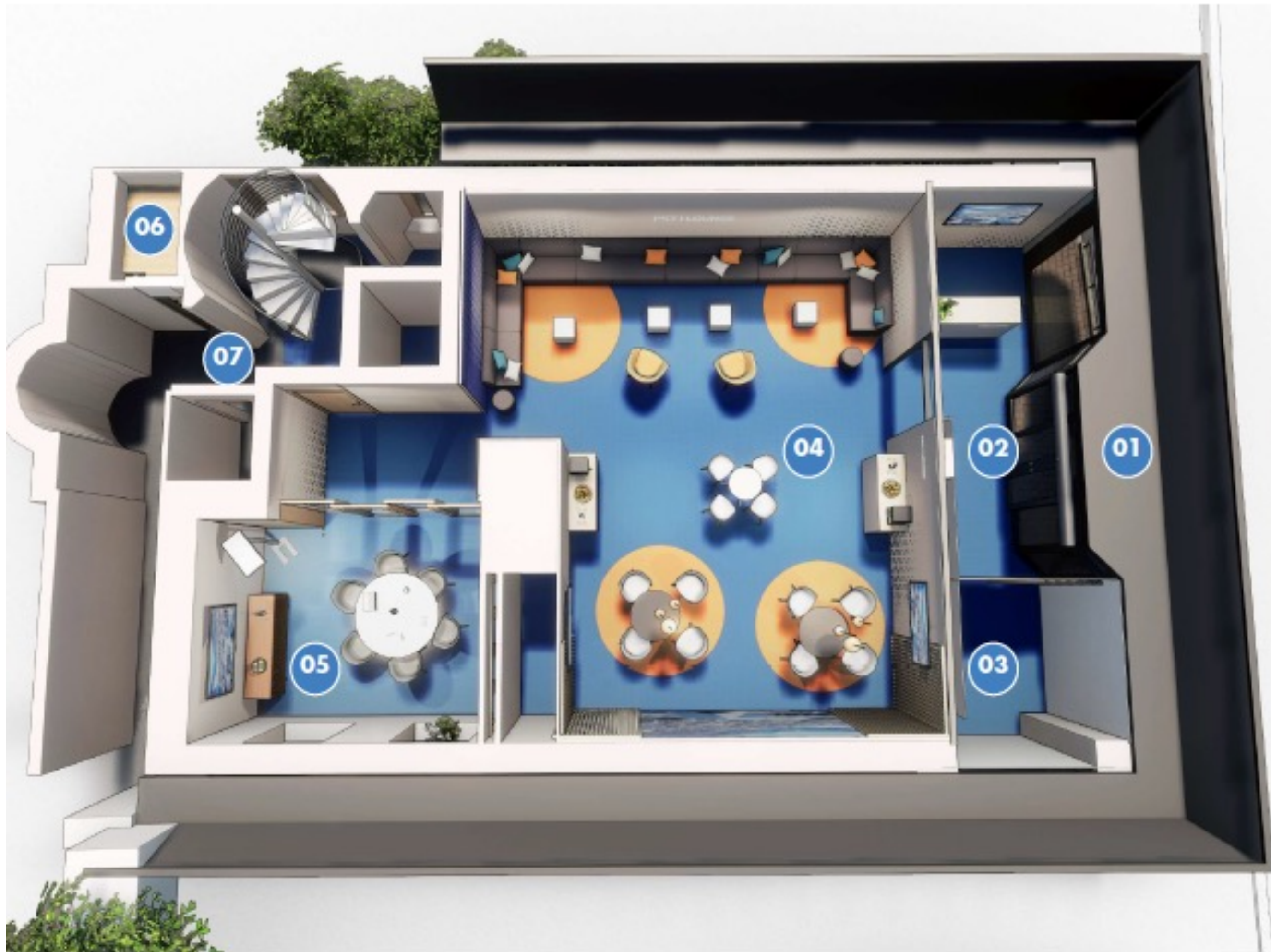






# Floorplan

Promenade 57 – Old Bank  
120sqm ground floor space  
40sqm basement space

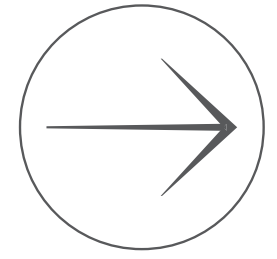


- 01 Entrance from Promenade
- 02 Welcome area
- 03 Wardrobe
- 04 Lounge / Panel space
- 05 Meeting room
- 06 Toilet
- 07 Stairs and elevator to basement and upper floors









## Floorplan (second Floor)

Promenade 57 – Old Bank

110sqm (second floor)

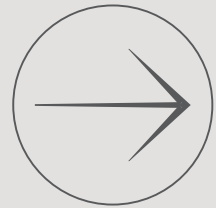
- 01 Entrance from stairway
- 02 Welcome area
- 03 Office spaces 01 – 06
- 04 Toilet











# Estimated budget

## Colombia at the Annual Meeting

	PROMENADE 57 Ground floor (120 sqm) available	PROMENADE 57 Ground floor + second floor (120 + 110 sqm) available
ESTIMATED VENUE RENTAL Venues are rented as is	CHF 230'000	CHF 295'000
EXPERIENCE DESIGN (to be adapted to the scope of work) <ul style="list-style-type: none"><li>- Setup and decoration</li><li>- Technical equipment</li><li>- Logistics &amp; staff cost</li><li>- On site venue manager</li></ul>	CHF 250'000 - 400'000	CHF 250'000 - 400'000
FOOD & BEVERAGE (to be adapted to the scope of work) Range provision to be considered for a reception and coffee breaks throughout the Annual Meeting week	CHF 50'000 – 70'000	CHF 50'000 – 70'000
PUBLICISLIVE FEES (15%) A 15% agency fee will be applied on all invoiced amounts.	15%	15%

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PUBLICISLIVE

# WHY US?

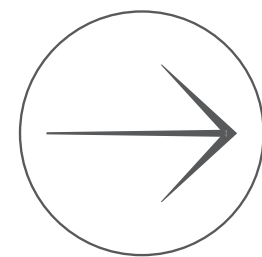


## Annual meeting of the World Economic Forum

15 - 19 January 2024

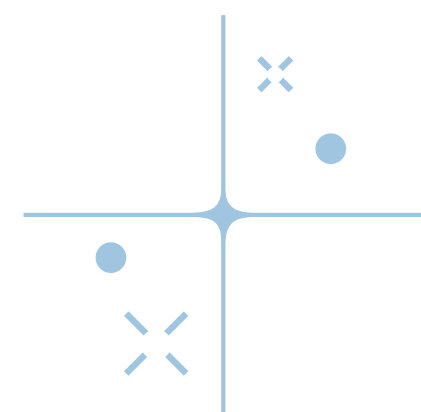
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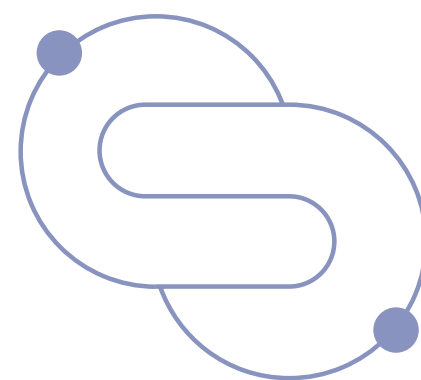


## Our brand history

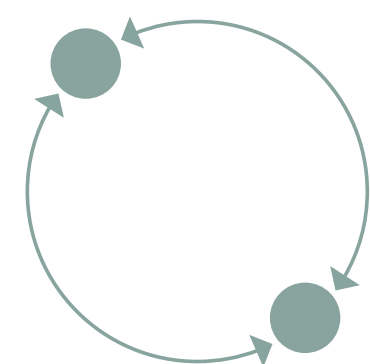
### ▪ INSPIRE



### ❖ CONNECT



### ▪ ENGAGE

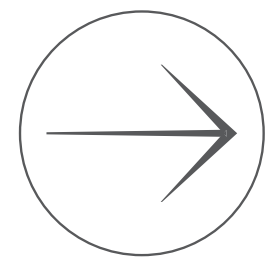


PublicisLive is the global brand experience and event communication firm of Publicis Groupe. Since 1995, we are privileged to support the world's most successful brands, institutions and forward-thinking governments by shaping platforms to **inspire**, **connect** and **engage** their communities toward a brighter future. Our solutions enhance their global image & reputation and strengthen the impact of their strategic initiatives.

As strategic consultants, executive producers and strategic partners of the World Economic Forum for more than 25 years, PublicisLive masters the mechanism of the Institution and benefits from a strong relationship within the Davos community.

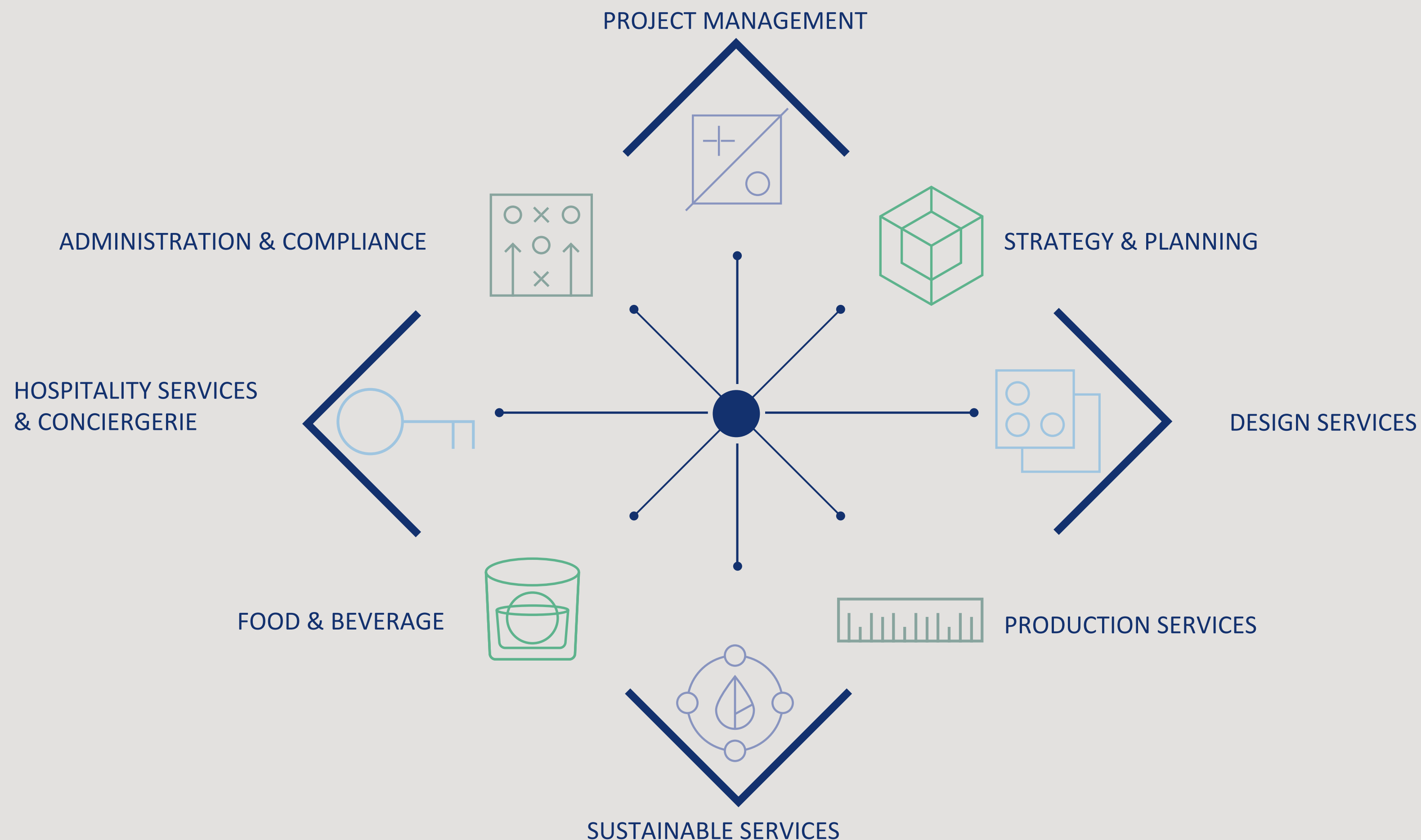
Driven by a very strong desire to perform, PublicisLive aims to provide the highest level of service to its clients. A team of leaders, shapers, designers and doers building global excellence no matter the environment or geographical location.



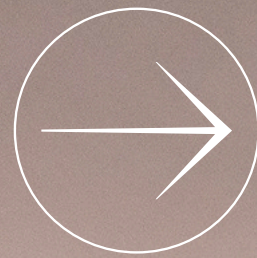


# Agile thinking means seamlessly connected product & services

*Cross-platform thinking is a business engine capable of driving relevant adaptive and value-based business design, generating imaginative creative, communications, content and engagement strategies for clients, partners and multi-stakeholders across distinct media channels and end-user touch points.*







## We master the environment

We know by heart Davos' environment & ecosystem – and have built strong relationships with its local stakeholders.

## We are part of the **story**

Since 1995, we have supported the World Economic Forum in designing and delivering its Annual Meeting in Davos. For over 25 years, we design and produce pioneering global influence platforms for governments, institutions, brands & corporations, NGOs and more..

## We build **long-term positioning**

Our goal is to create long-term brand's activation, which incorporate in the overall strategy and positioning of the country. Through your activation, you enhance, built, leverage, your community on a long-term basis.

## We have the **taskforce**

With more than 1'500 staff and dozens of different professions onsite during the week of the Annual Meeting, we offer incomparable flexibility, and reactivity.

## We care about **sustainability**

We received independent certification to the international standard for sustainable event management, ISO 20121:2012.

## We focus on an institutional **approach**

As a sister company of Publicis Groupe, a Forum's Strategic Partner, we believe in working hand in hand with other Partners to develop strong initiatives, which align with the Forum's mission.

## We offer **turnkey solution**

Having a deep knowledge of Davos, we can support you with the development of a turnkey initiative to leverage your platform / event and gain in visibility.

## We value **trust & cost transparency**

We aim to develop a solid and trustful relationship with each one of our clients, based on an open communication and costs' transparency.





● THANK YOU!

**Justine Gilliot**

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