



COLOMBIA

08.2023



Annual Meeting of the World Economic Forum

15 - 19 January 2024

Davos - Klosters
Switzerland

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THE WORLD ECONOMIC FORUM

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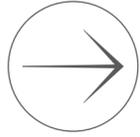
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A unique platform

The Annual Meeting of the
World Economic Forum

▪ **2'700+**
PARTICIPANTS*

◆ FROM **130+**
COUNTRIES*

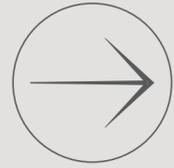
▪ **400+**
MEDIA LEADERS
AND REPORTING PRESS*

**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

600+

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

700+

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

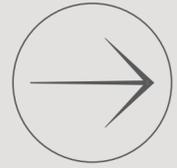
5+ MILLION

Views on livestreamed sessions across all social media channels in 2023

1500+

International business and thought leaders gathered at the Annual Meeting 2023

*based on the Annual Meeting 2023

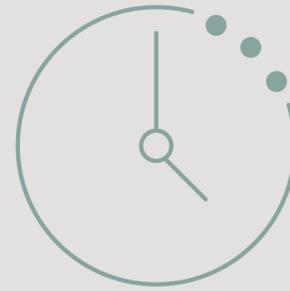


Taskforce

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 :



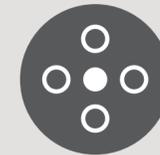
POSITION

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



CHAMPION

the country's key executives



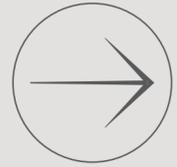
ENGAGE

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

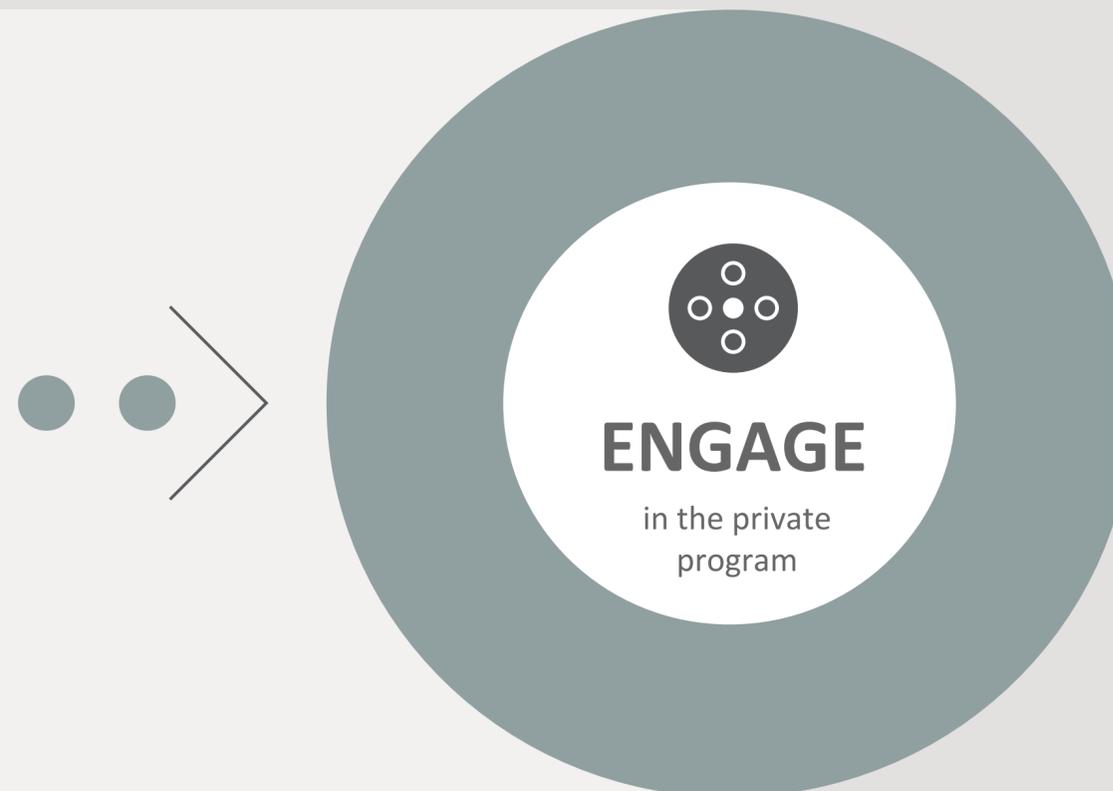
GLOBAL APPROACH

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

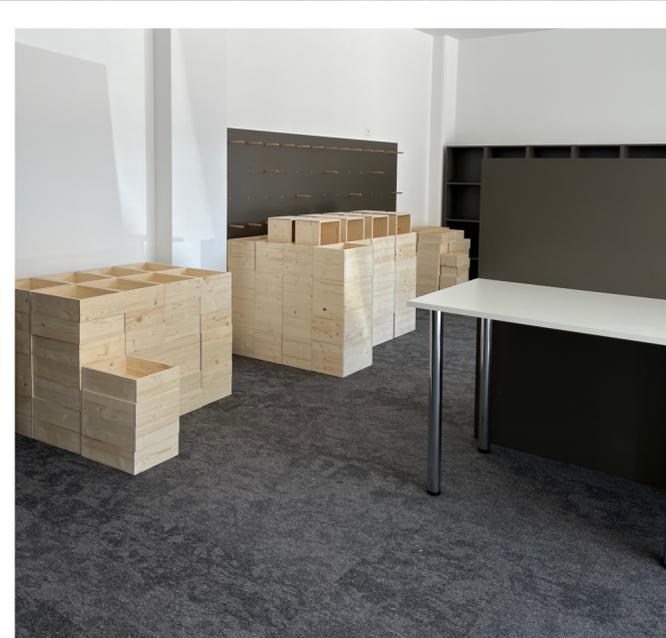
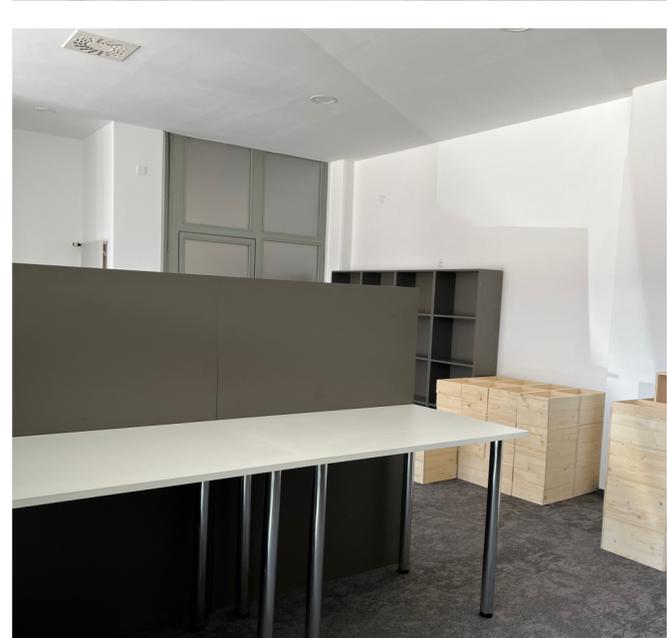


❖ PAVILION

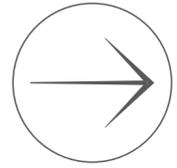


PROMENADE 63 – GRISCHETTA





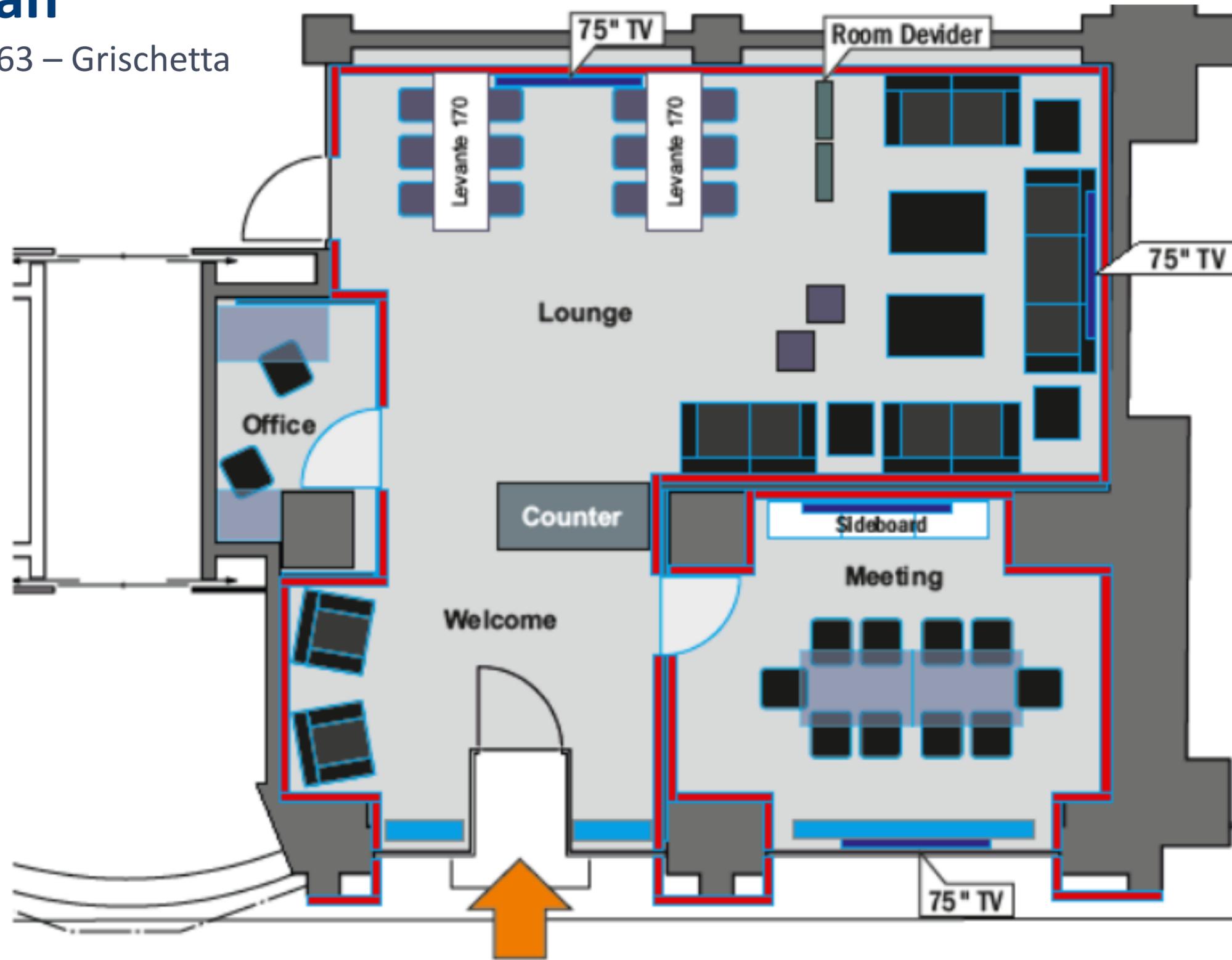
Existing shop

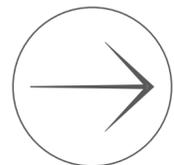


Floorplan

Promenade 63 – Grischetta

77sqm

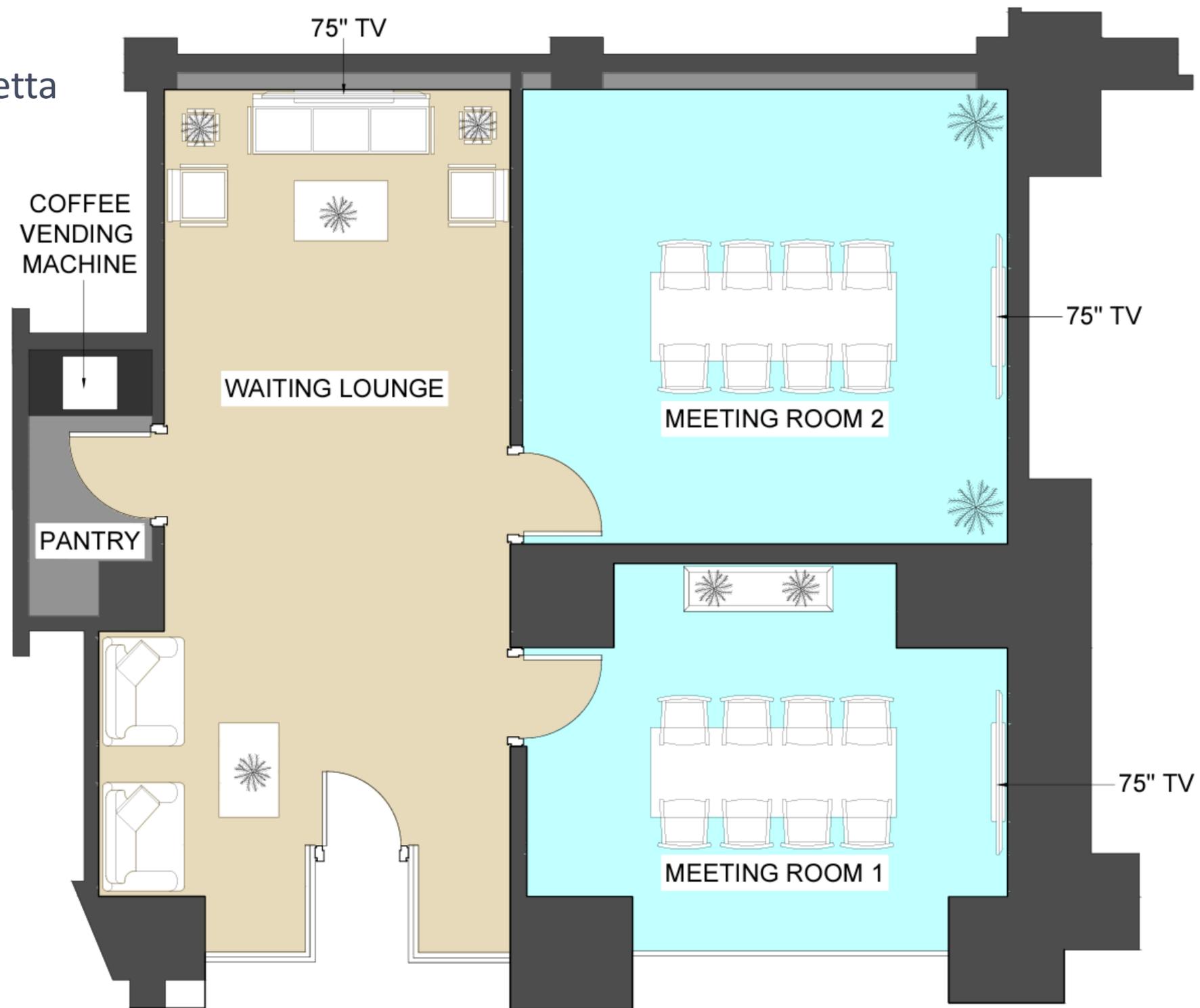


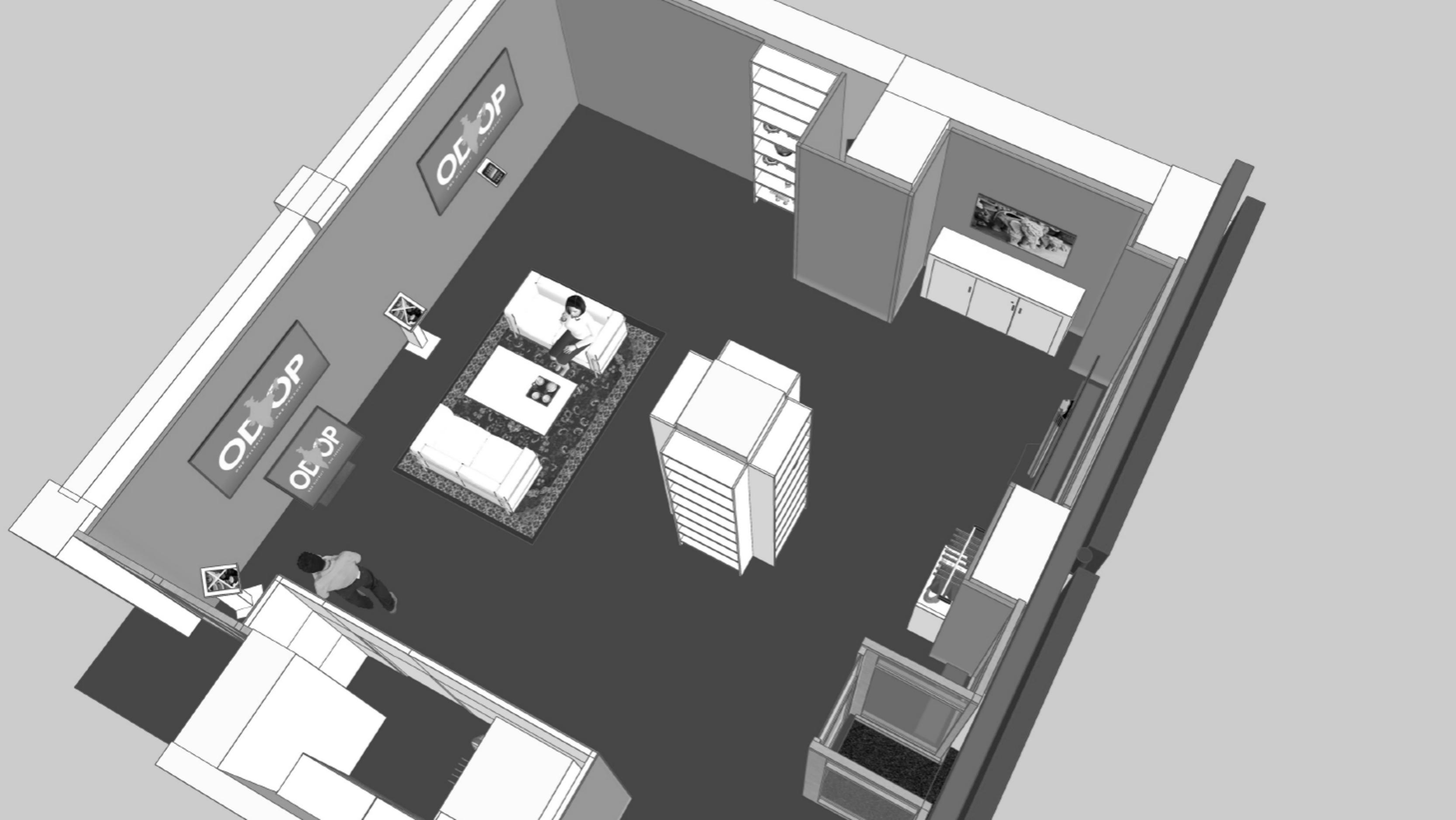


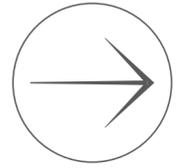
Floorplan

Promenade 63 – Grischetta

77sqm





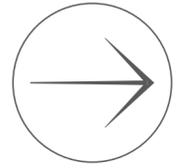


Implementation' suggestion

Promenade 63 – Grischetta

77sqm





Implementation' suggestion

Promenade 63 – Grischetta

77sqm





Estimated budget

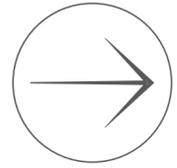
Colombia at the Annual Meeting

| | 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"> - Setup and decoration - Technical equipment - Logistics & staff cost - On site venue manager | 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%).

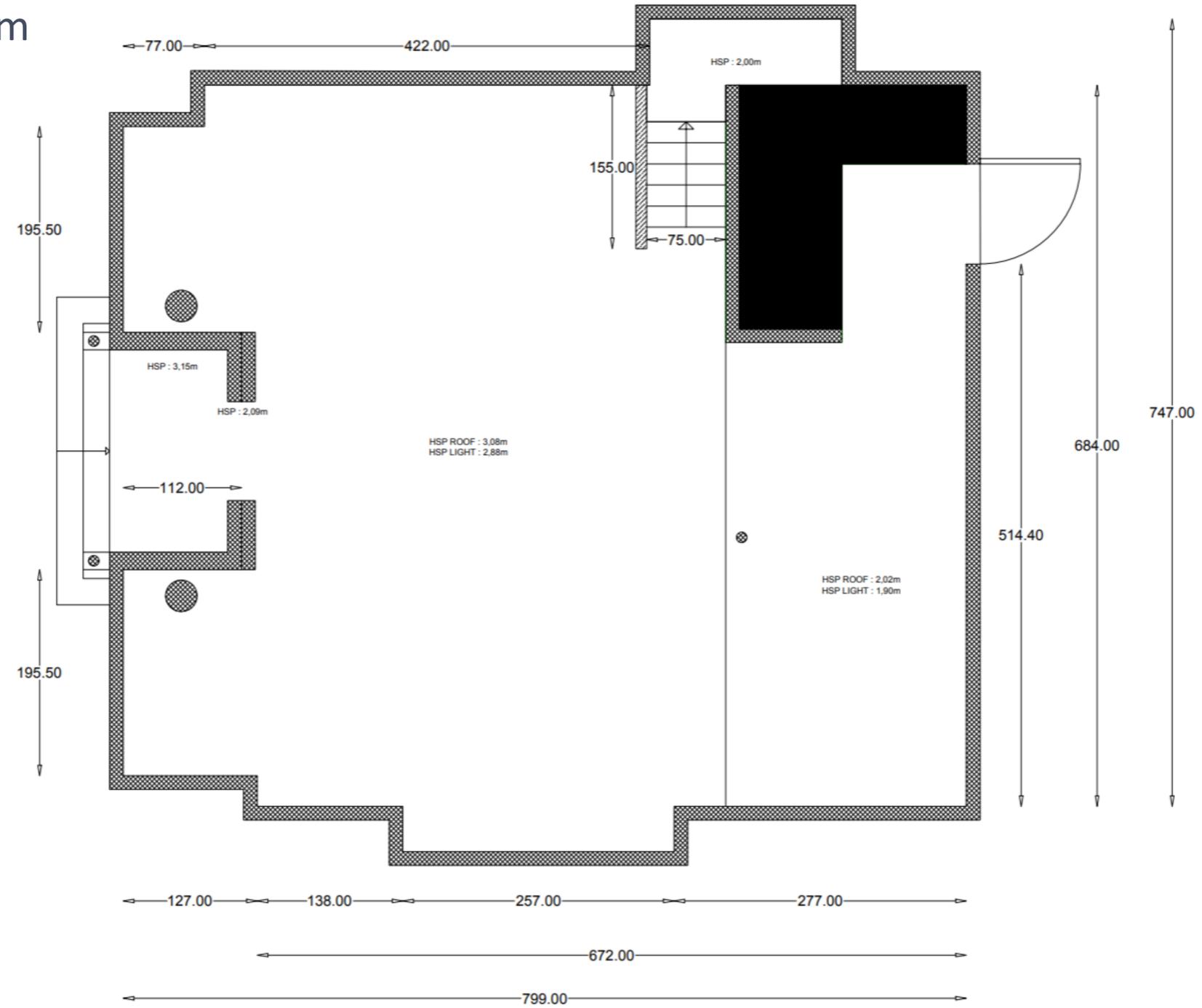
PROMENADE 63 – SWISSCOM

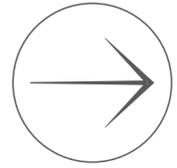




Layout

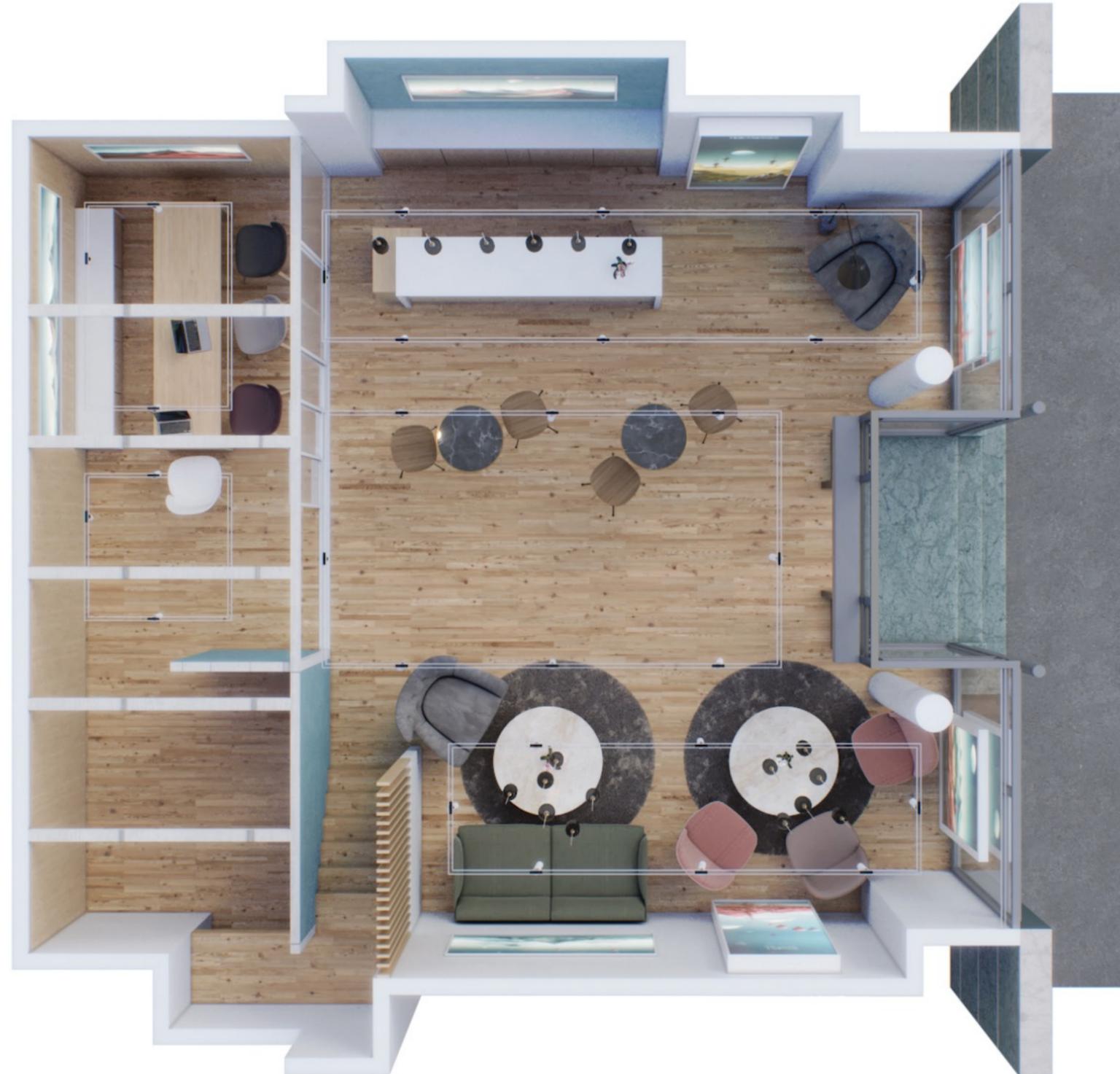
Promenade 63 – Swisscom
57sqm





Floorplan

Promenade 63 – Swisscom
57sqm





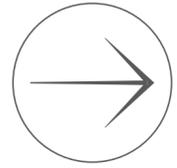
Estimated budget

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"> - Setup and decoration - Technical equipment - Logistics & staff cost - On site venue manager | 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% |

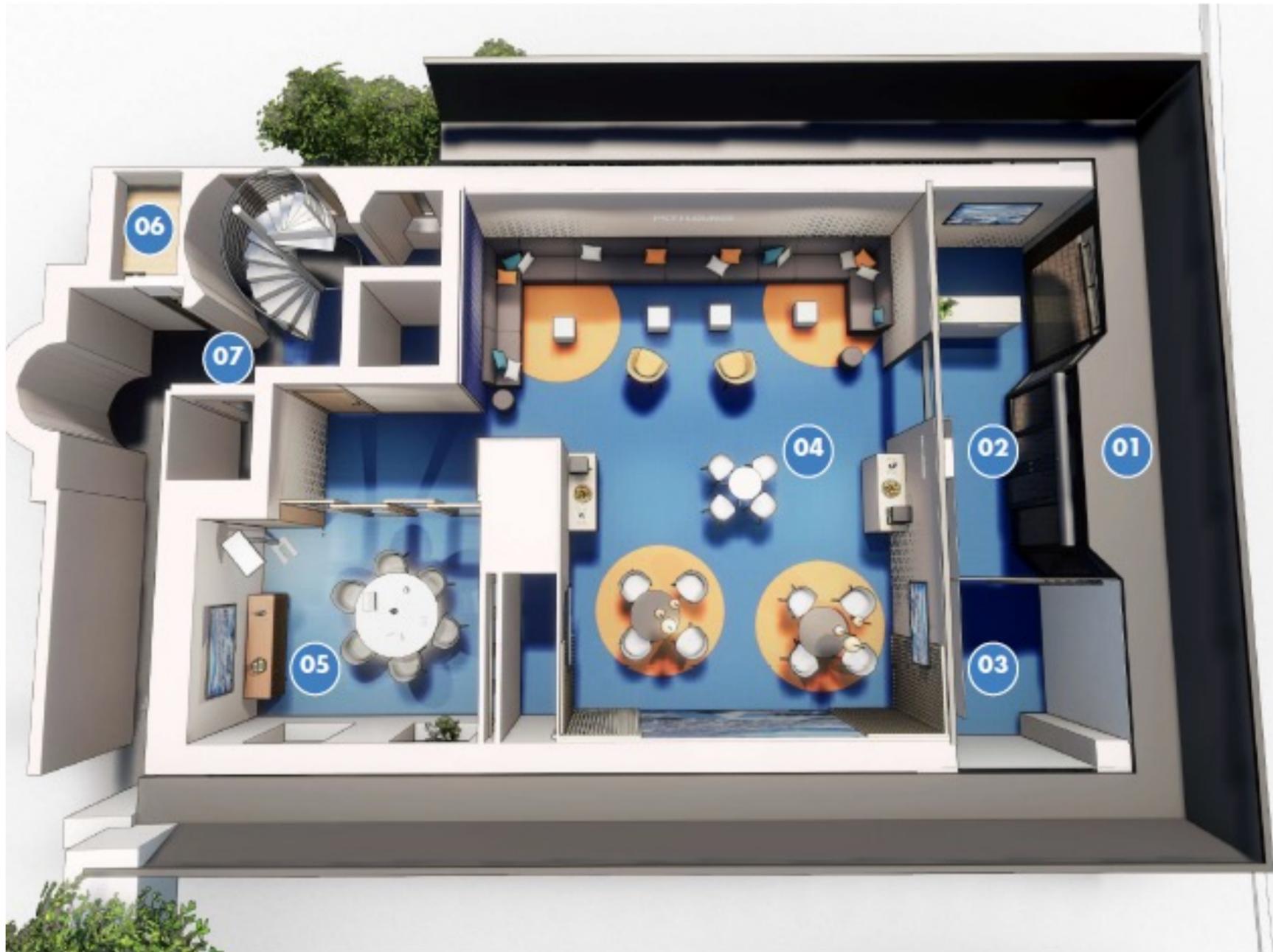
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PROMENADE 57 – OLD BANK

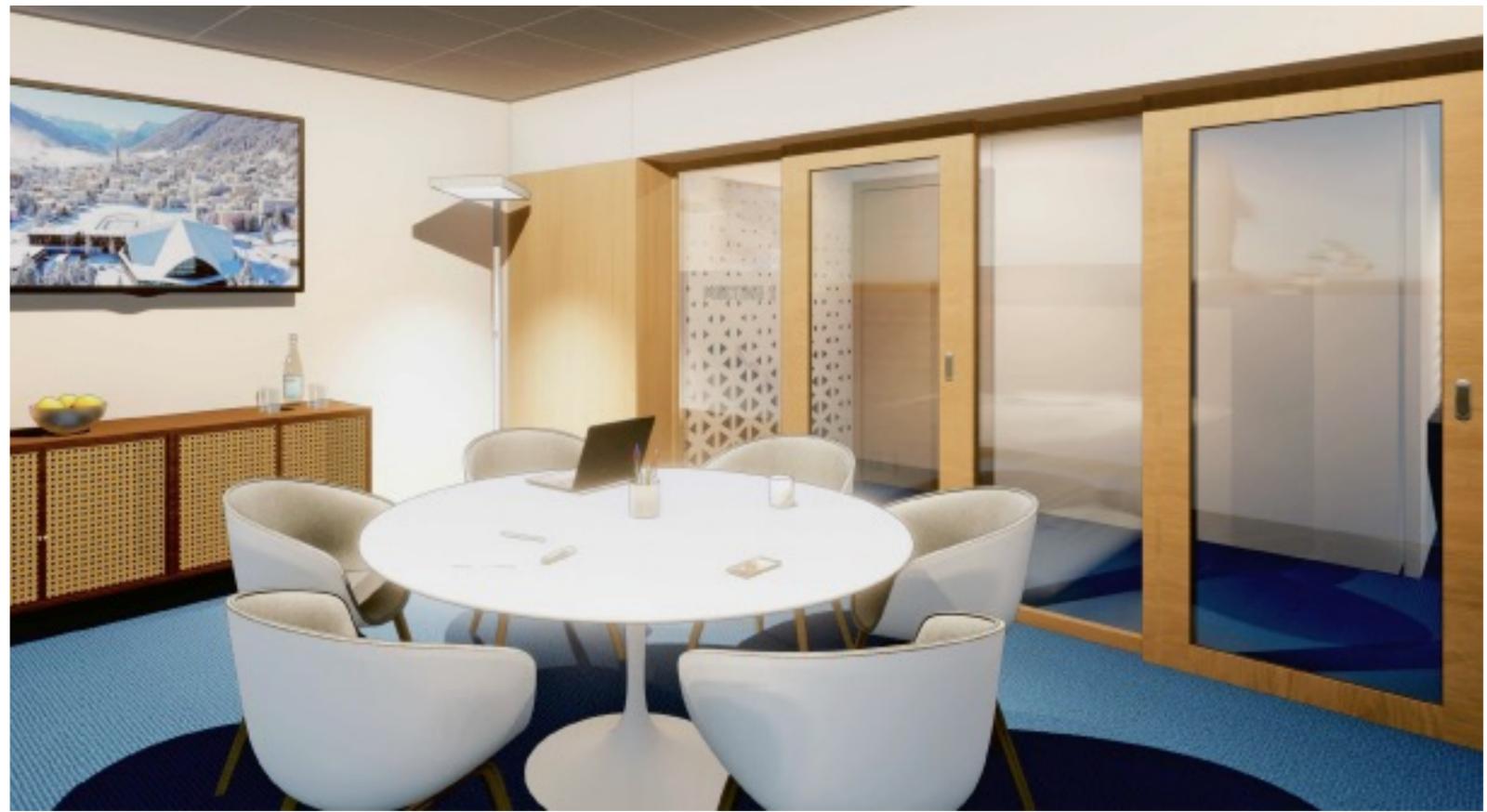


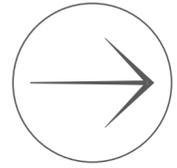
Floorplan

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



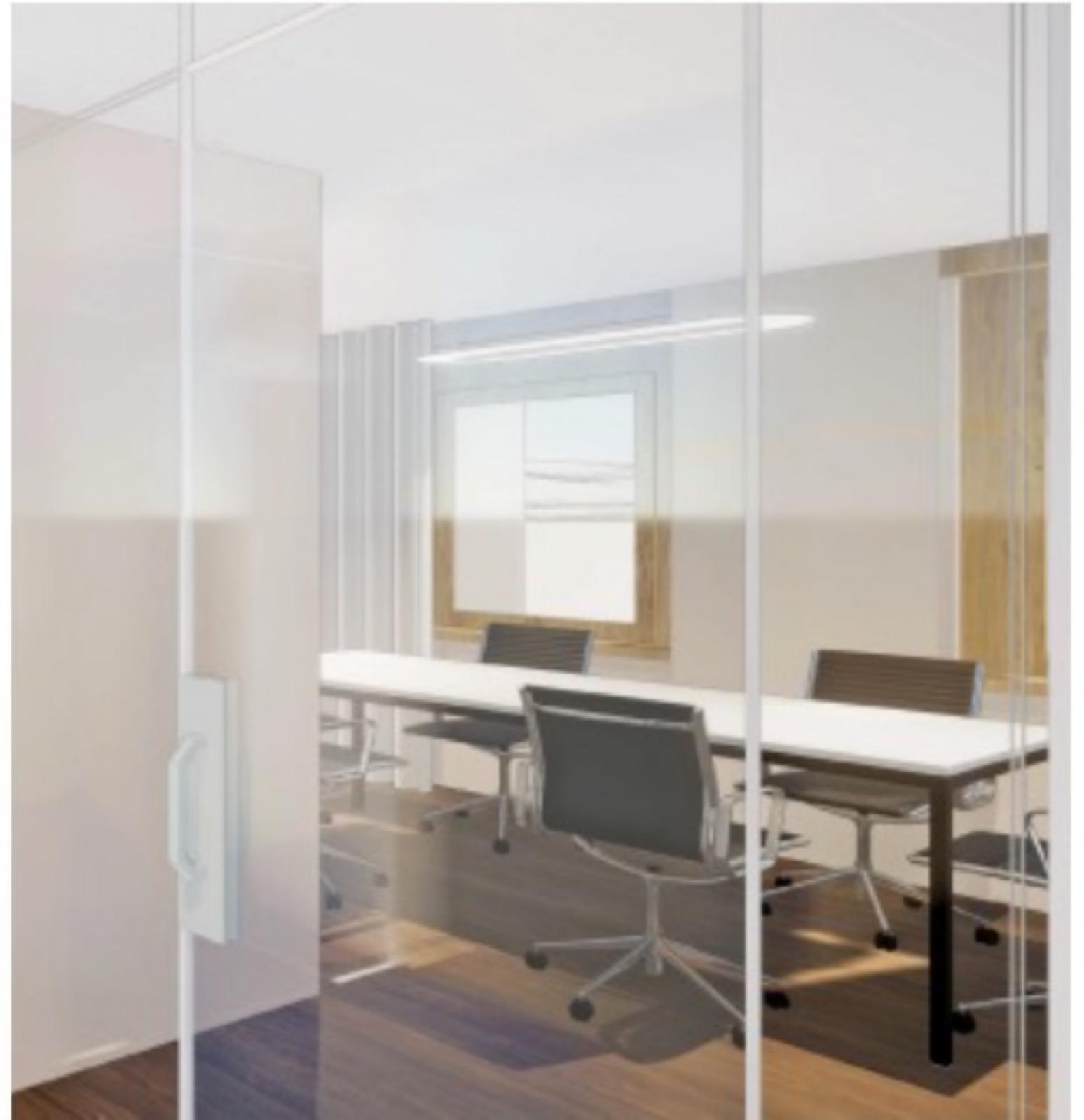


Floorplan (second Floor)

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) - Setup and decoration - Technical equipment - Logistics & staff cost - On site venue manager | 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

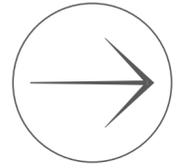
WHY US?



Annual meeting of the World Economic Forum

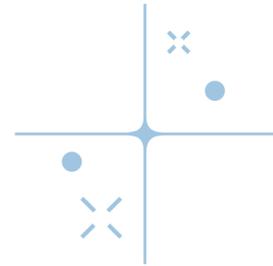
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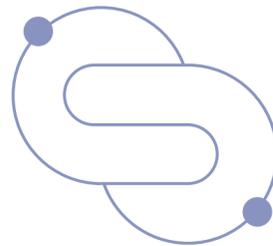


Our brand history

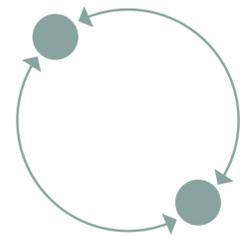
▪ INSPIRE



❖ CONNECT



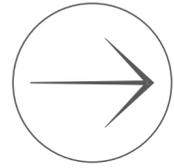
▪ ENGAGE



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.

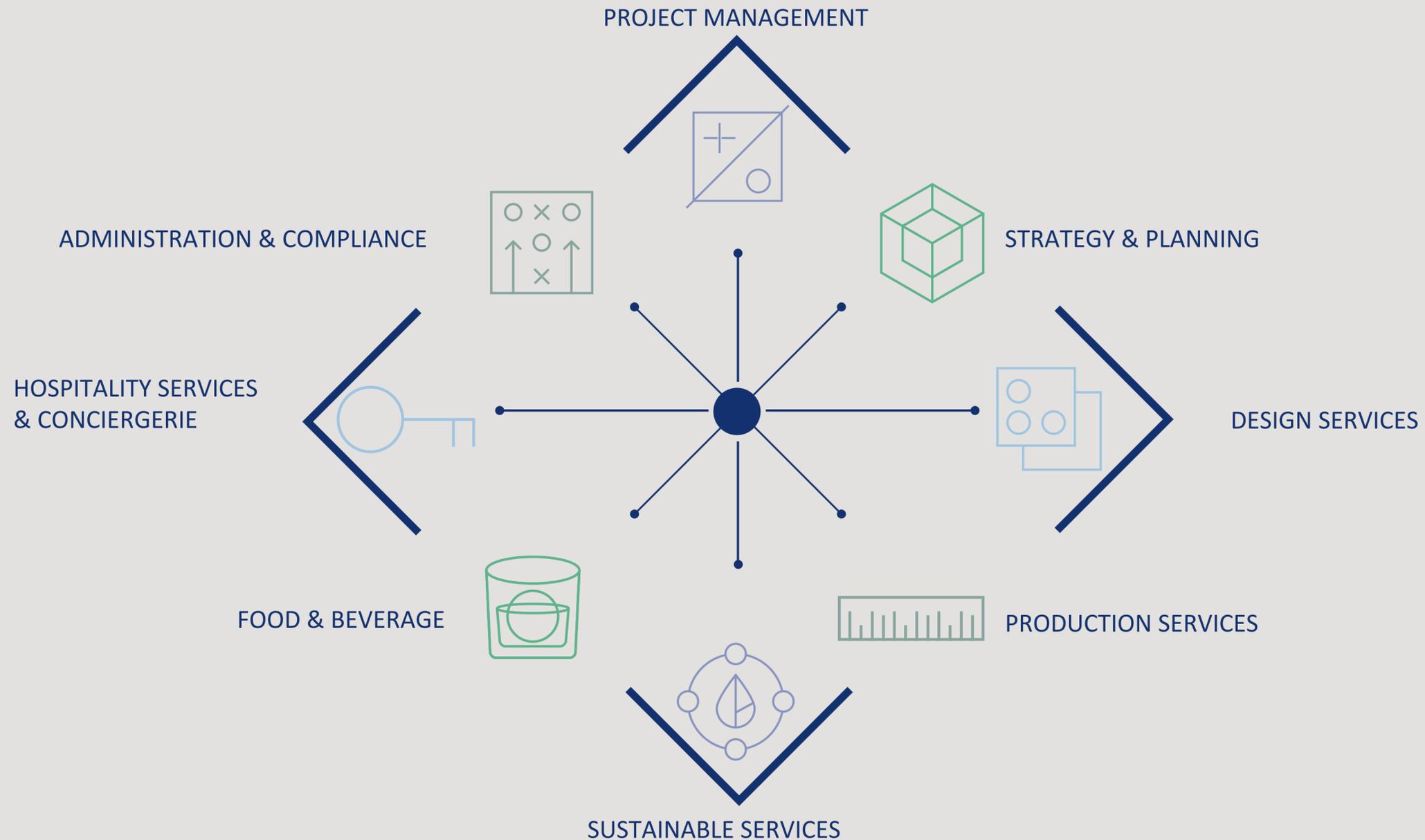
As strategic consultants, executive producers and strategic partners of the World Economic Forum for more than 25 years, PublicisLive masters the mechanism of the Institution and benefits from a strong relationship within the Davos community.

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

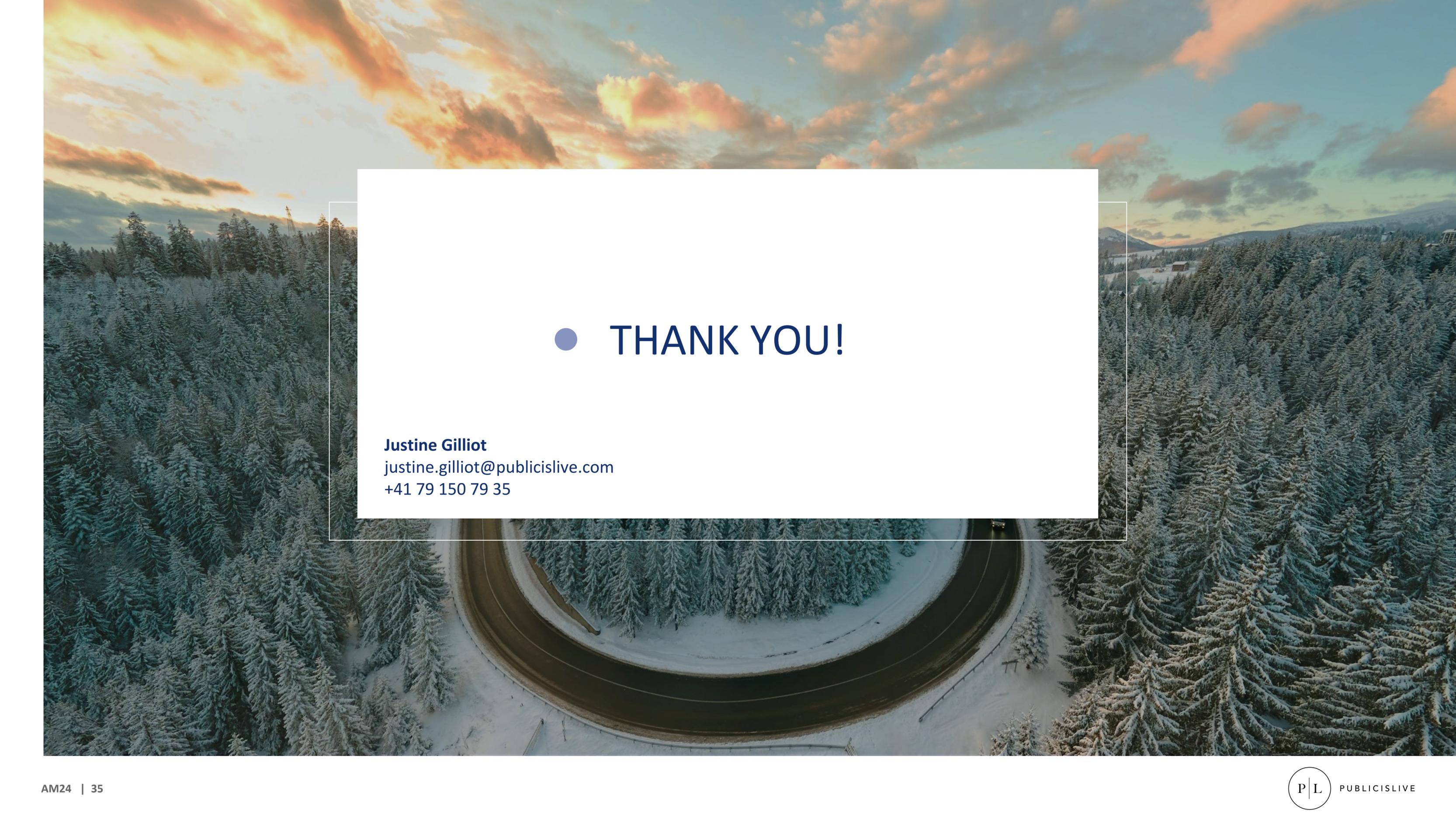
As a sister company of Publicis Groupe, a Forum's Strategic Partner, we believe in working hand in hand with other Partners to develop strong initiatives, which align with the Forum's mission.

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!

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