

CISION INSIGHTS

WORLD ECONOMIC FORUM 2022: MEDIA TRENDS

JUNE 2022







WORLD
ECONOMIC
FORUM

Annual Meeting
Davos 2022

Davos-Klosters, 22-26 May

DAVOS 2022

	Location	Davos, Switzerland
	Timing	Annual / 2022: 22.-26. May
	Founded	1971
	Homepage	weforum.org
	Social Channels	    
	Follower	8.9m 4.1m 720k 4.3m 18k

- What is different in 2022?
- *Due to the spread of the Omicron variant of the Covid-19 virus, the event was moved from January to May.*
 - *The number of participants was reduced from 3.000 to 2.500.*
 - *Neither Russian delegates nor China's president Xi Jinping, who delivered the opening speech at the 2020 event, attended the event.*

After a break of more than one year, the **World Economic Forum returns** at an early summer timeslot, and **without major stakeholders** from the US, Russia or China. Navigating more than one crisis, the event shifts towards **geopolitics** like never before.

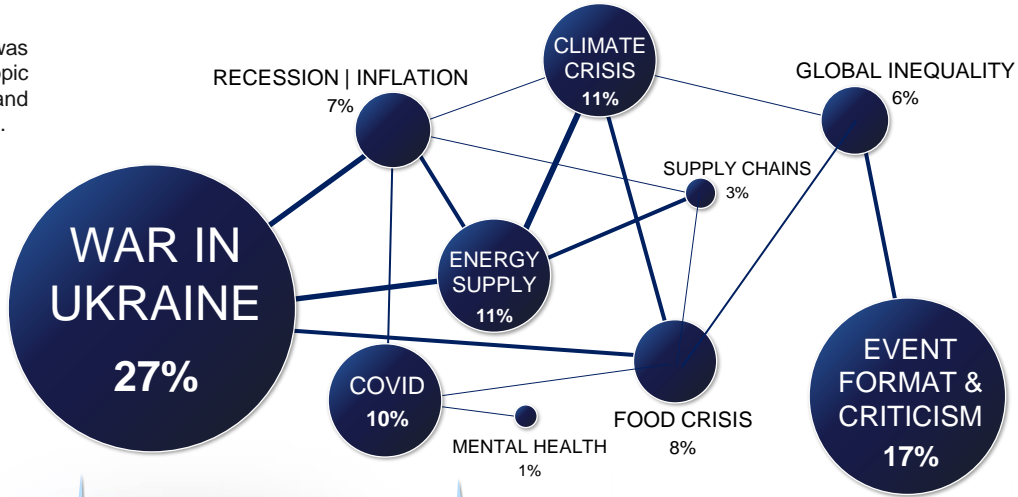
- » The **War in Ukraine** is the dominating topic at Davos 2022, followed by other closely connected crises like global inflation and the energy crisis. The Davos event format itself receives a high share of attention as well.
- » **Shifting Focus:** With no Russian delegation, and China and the US choosing to focus on their geopolitical strategy in the Pacific instead of attending Davos, the event loses Global media relevance.
- » **Credibility Issue?** While journalists and influential commentators express doubts about the relevance of the event, social posts on related conspiracy theories are surging, clouding the narrative emerging from the event.
- » Led by Ukraine's President Zelenskyy, **Politicians generate the highest share of visibility among speakers**, indicating the prevalence of geopolitics-related topics at this year's Davos.
- » Consequently, **private companies play a less significant role** in the overall media impact. Only a few CEOs of influential healthcare and tech companies use this forum to announce new initiatives to tackle social problems.



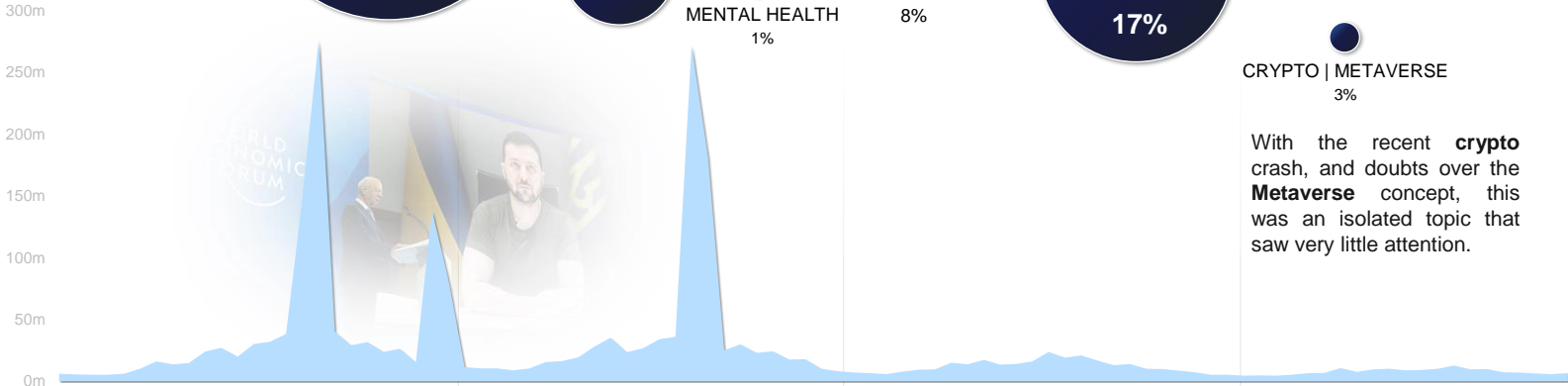
INTERCONNECTED GLOBAL TOPICS AS WAR IN UKRAINE TAKES CENTER STAGE

Climate Crisis was the most visible topic in WEF 2020, and now only ranks 3rd.

TOPICS



REACH



CRYPTO | METAVERSE
3%

With the recent **crypto** crash, and doubts over the **Metaverse** concept, this was an isolated topic that saw very little attention.

DAY 1
Ukraine' President **Zelensky** addresses the forum; Debate on **fossil fuel** dependency of European countries; **FIFA** World Cup address

DAY 2
IMF Chief **Kristalina Georgieva** addresses anxiety around food crisis; US special Envoy **John Kerry** warns of fossil fuel boom due to energy crisis

DAY 3
Pfizer announces selling of its patented drugs at non-profit price; Head of WTO **Ngozi Okonjo-Iweala** warns that food crisis could persist for several years

DAY 4
Chancellor **Olaf Scholz** pledges that Germany will end its dependence on Russian oil and gas; **Climate activists** demonstrate in Davos

Global Markets

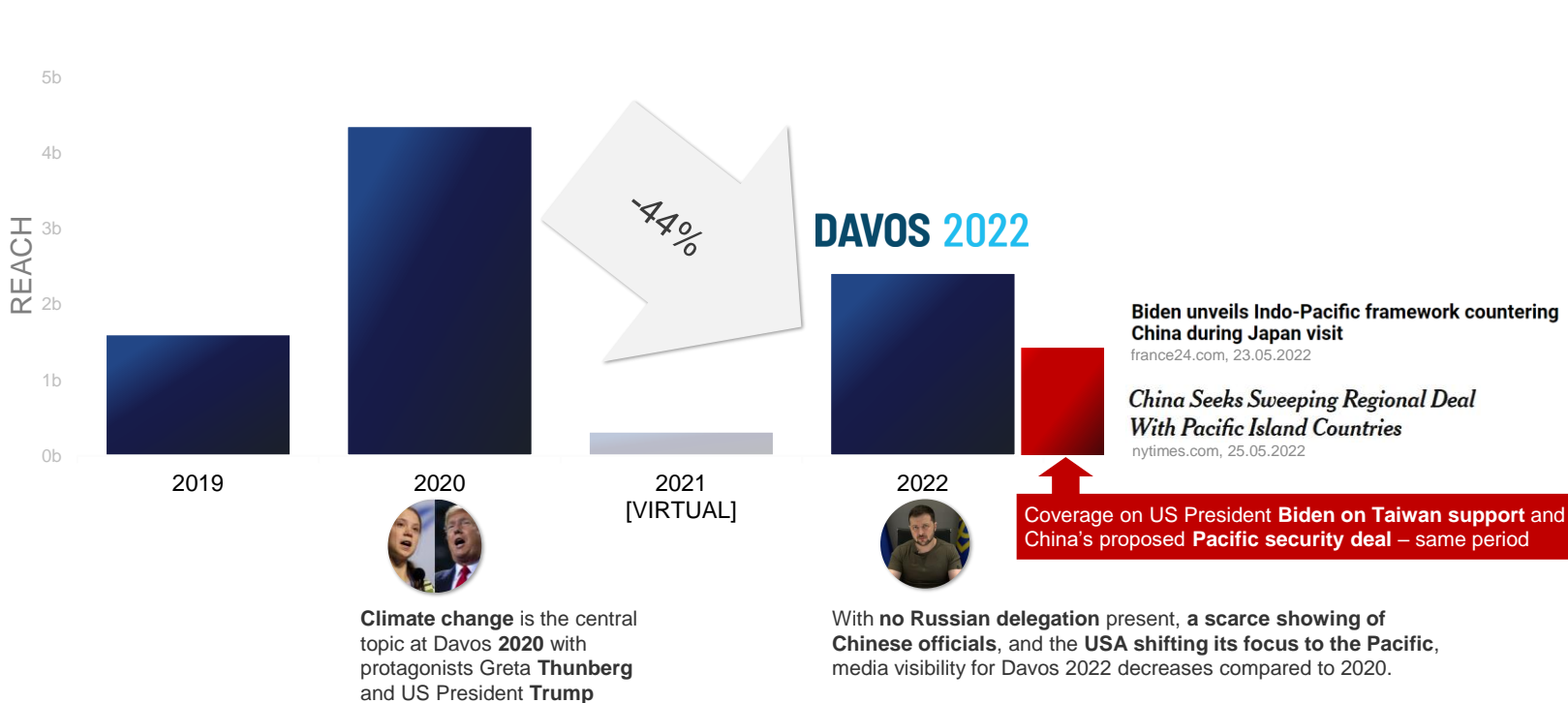
Universe
All Coverage on Davos 2022

Period
May 22, 2022
- May 26, 2022

Data
Reach; Traditional and Social Media

WORLD ECONOMIC FORUM 2022 LOSES MEDIA RELEVANCE

SHIFTING FOCUS: The emerging Geopolitical situation between the US and China in the Pacific steals global media attention.

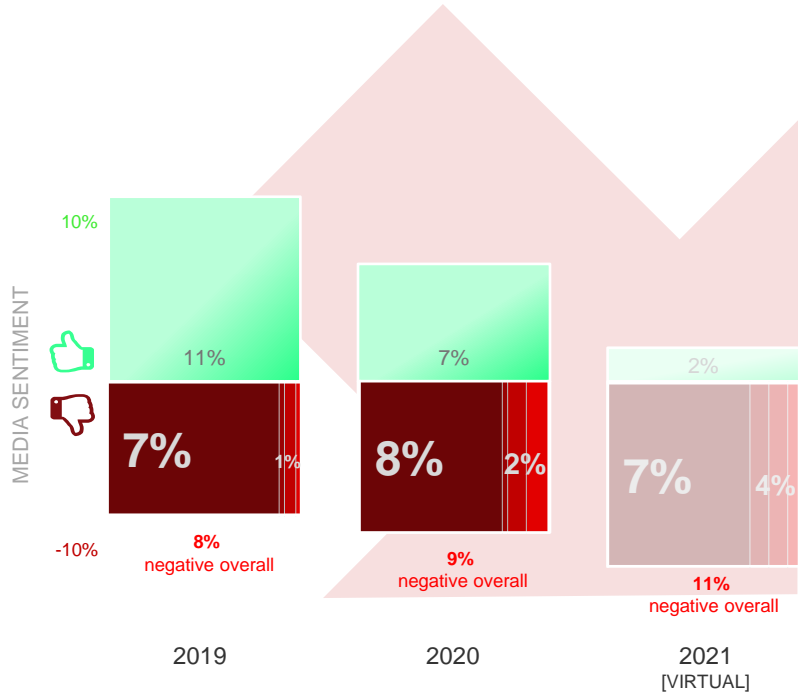


Global Markets
Universe
All Coverage on Davos 2019-2022
Period
Davos 2019 22.01.2019 – 25.01.2019
Davos 2020 21.01.2020 – 24.01.2020
Davos 2021 25.01.2021 – 29.01.2021
Davos 2022 22.05.2022 – 26.05.2022
Legend
Davos Coverage
USA/China Coverage
Data
Mentions in Traditional and Social Media

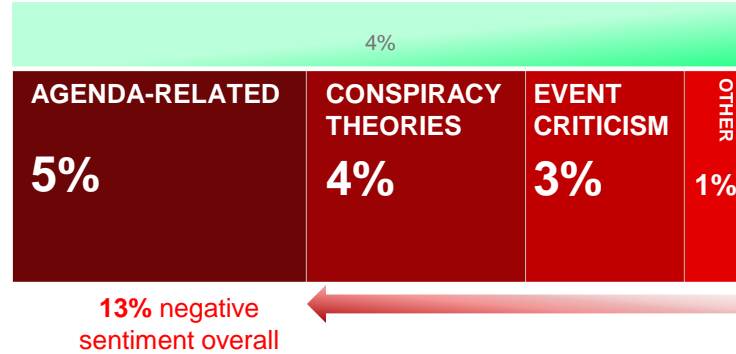
DAVOS 2022 MEDIA SENTIMENT TREND

MEDIA CRITICISM FOR DAVOS SUMMIT INTENSIFIES

INCREASING CREDIBILITY ISSUE: 13% of all Davos 2022 media coverage is critical. This is an increase of 5 percentage points versus the last in-person event in 2020 and follows the trend since 2019 of increasing negativity toward the event. Criticism is focused on the agenda often being behind-the-times, with the event described by The Guardian as: “irrelevant in a changed world.”



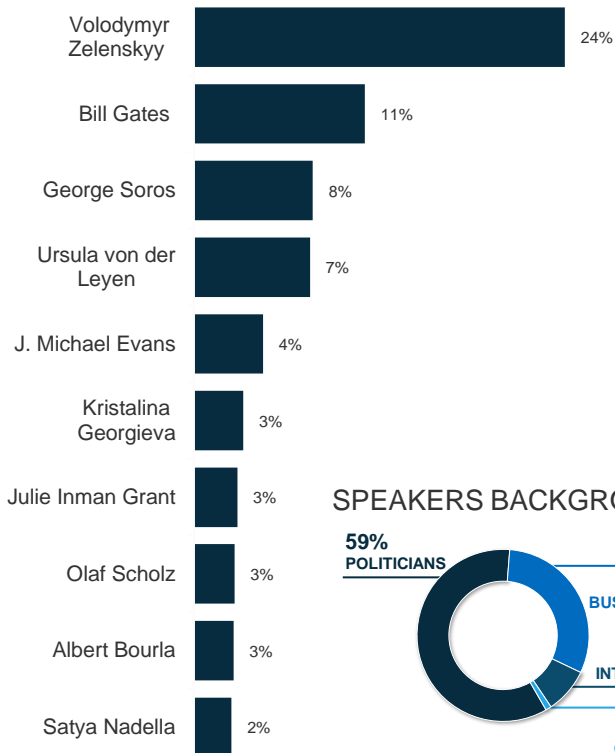
DAVOS 2022



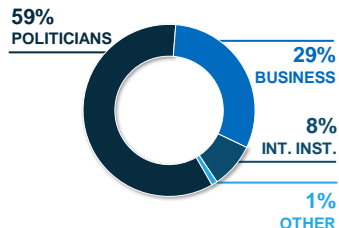
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POLITICIANS ARE MOST VISIBLE AS GEOPOLITICAL TOPICS DOMINATE

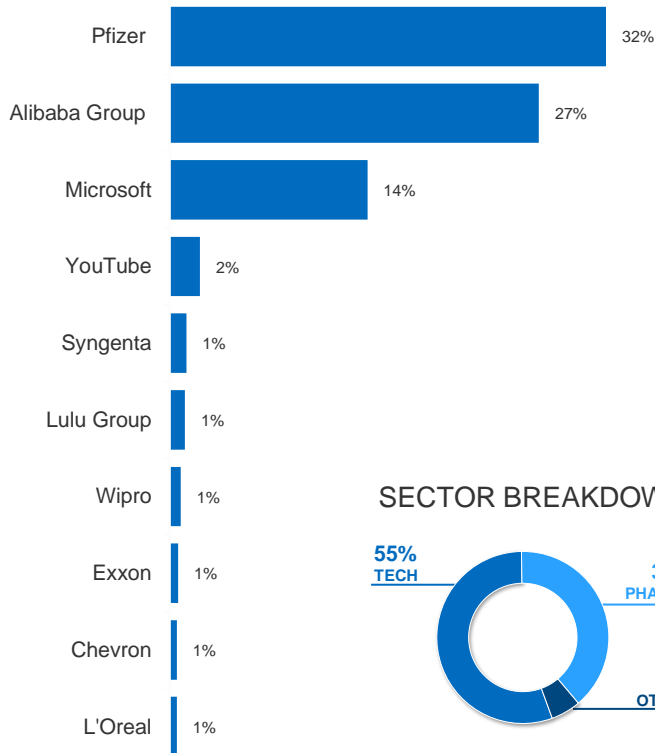
TOP SPEAKERS



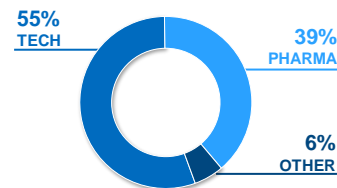
SPEAKERS BACKGROUND



TOP COMPANIES



SECTOR BREAKDOWN



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“Russia is becoming a state of war criminals. It encourages other potential aggressors to act. [...] Any company which leaves Russia is welcome to move to the Ukraine market. Companies will benefit by truly supporting freedom.[...] You should wake up each morning with the feeling ‘What have I done for Ukraine today.’”
(**Volodymyr Zelenskyy**, President of Ukraine)

“The business model of the company needs to have trust with the broader society because, after all, if you don’t have that, then pretty much anything you do is not going to be trustworthy. Microsoft will only do well when the world around us is doing much better.” (**Satya Nadella**, CEO of Microsoft)



“What we announced today was Pfizer will provide all the patent protected medicines, all, to all low-income countries and plus all the low-income countries graduated from this status 10 years ago. So this is 45 countries, 1.2 billion of people, we’ll give all our patent products at cost and in fact today, I stood together with the president of Rwanda, the president of Malawi and their other three countries that they’re together with us that they signed already a letter of intent to be the first five countries to pilot this initiative.” (**Albert Bourla**, CEO of Pfizer)

“We’re developing, through technology, an ability for consumers to measure their own carbon footprint [...] That’s where they’re traveling, how they are traveling, what are they eating, what are they consuming on the platform.”
(**J. Michael Evans**, President of Alibaba Group)

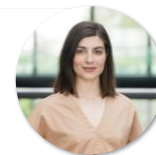




“With no A-listers, can Davos still play a part on the global stage? This year’s meeting may just manage some climate progress, but many say the forum is irrelevant in a changed world’.”

(Larry Elliott, The Guardian)

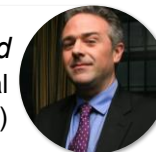
“At Davos, they have always focused on the big issues. Rarely, however, have the problems been so inescapable. The Ukraine war, the pandemic, the climate crisis and inflation show that companies can no longer escape their social responsibility.” **(Nakissa Salavati, Süddeutsche Zeitung)**



“Grateful to @ProfKlausSchwab for an excellent #WEF22 with Ukraine at the spotlight and for the principled decision to exclude Russia. We agreed @wef will organize a trip of leading businesses and decision-makers to Kyiv to explore recovery projects and investment opportunities.”

(Dmytro Kuleba @DmytroKuleba, Minister of Foreign Affairs of Ukraine)

“Year after year, without fail, the World Economic Forum’s annual reports routinely miss what is about to happen and turn last year’s conventional wisdom into their predictors of what will happen next year.” **(Edward Luce, Financial Times)**



“THE GREAT RESET REVEALED! @Lewis_Brackpool of @RebelNewsOnline just blew the lid off the World Economic Forum’s plans! Subscribe as we reveal what’s next!”

(Jenna Ellis @JennaEllisEsq, Host of the Jenna Ellis Show)


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Media criticism of the World Economic Forum event has been increasing over the previous 5 years, and this year there was a minimal amount of political delegates from the US and China. Before taking part in future events, companies and political institutions should ask themselves if it's worth the **reputational risk of taking part in an event often criticised as elitist**.



The majority of media focus is on politicians and institutions, rather than businesses at WEF. Businesses that did achieve high visibility at WEF 2022 focused on topics to help improve society. **The S in ESG should be a tentpole for communicators to focus on** in future editions, rather than being too company-centric and inwardly focused with their messaging.



Media attention tends to be driven by the geopolitical events of the moment. Six months ago we may have expected more focus on topics such as Blockchain and the Metaverse, but at WEF 2022 these were isolated topics, far disconnected from the interlocked themes of the War in Ukraine, the Energy Crisis, and Inflation. As a result, WEF is not the place to unveil any big bet communications as it can be hard to predict what the dominant narrative of the event will be. Many announcements get lost in the noise of the event, and communicators would be better served picking their own time and place to share these.



Pfizer achieved high Share of Voice at WEF as they announced they will be providing products at cost to low income countries. Their communications had a greater impact as they made the **announcement in partnership with government figures who were also attending**. This is one sure-fire tactic to follow – to announce any planned initiatives in partnership with political bodies and institutions - given they tend to see more visibility at the event than businesses do.



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