

Good News from Davos for Your Show – Polling Results 1

When you think of Davos, what SINGLE WORD comes to mind?

auggggghhhh banks beauty **big** billionaires boondoggle brilliance

community dirty economic economics economists **elite** elites

exclusive expensive forum gentrified **global**
growing high high-profile illuminati impressive **innovation** intellects
interesting international investment invitation leader **leaders**

money movement **nothing** omg only overwhelming
perspectives political power profile rich smartypants snow solutions
sophisticated switzerland tribe unaware waste wealth worldly

Good News from Davos for Your Show – Polling Results 2

We use qualitative KPIs to evaluate our event in addition to quantitative KPIs such as number of attendees, sponsors, exhibitors, and sessions?

