

A Customer's Perspective



~180 Events Attended

Participated in nearly 180 industry events across three decades, reflecting broad and sustained engagement.



Exhibitor/Sponsor (50%)

Approximately 90 events attended in a representative capacity, supporting organizational visibility.



Attendee Role (30%)

Roughly 54 events attended for insight gathering, market awareness, and professional networking.



Speaker Role (20%)

Spoke at around 36 events, sharing expertise and contributing to strategic discourse.



Good News from Davos for Your Show

Dr. Charlotte Farmer
May 2025

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The World Economic Forum (WEF)
brings together government, businesses and
civil society to improve the state of the world.

WEF is best known for its
annual meeting
in Davos, Switzerland

2,800+ attendees

130+ countries

\$Trillian GDP

WORLD
ECONOMIC
FORUM

Annual Meeting 2025



Purposeful Design

Seamless Logistics

Elevated Experiences

Measurable Impact

Sustainable and Scalable Event Design

Promenade Venues at Davos 2025



Edelman Trust House



Fujitsu Uvance House



HCLTech Pavilion



Tech Mahindra



Cognizant Chalet



Invest Qatar



Journal House by The



NEOM House



Social Innovation House

WEF Annual Meeting 2025

Reimagining Space with Destination Takeover

Adaptive Multipurpose Spaces

Issue-Based Cross-Industry Collaboration Hubs

PURPOSEFUL
DESIGN

WEF Annual Meeting: Purposeful Design



SEAMLESS LOGISTICS

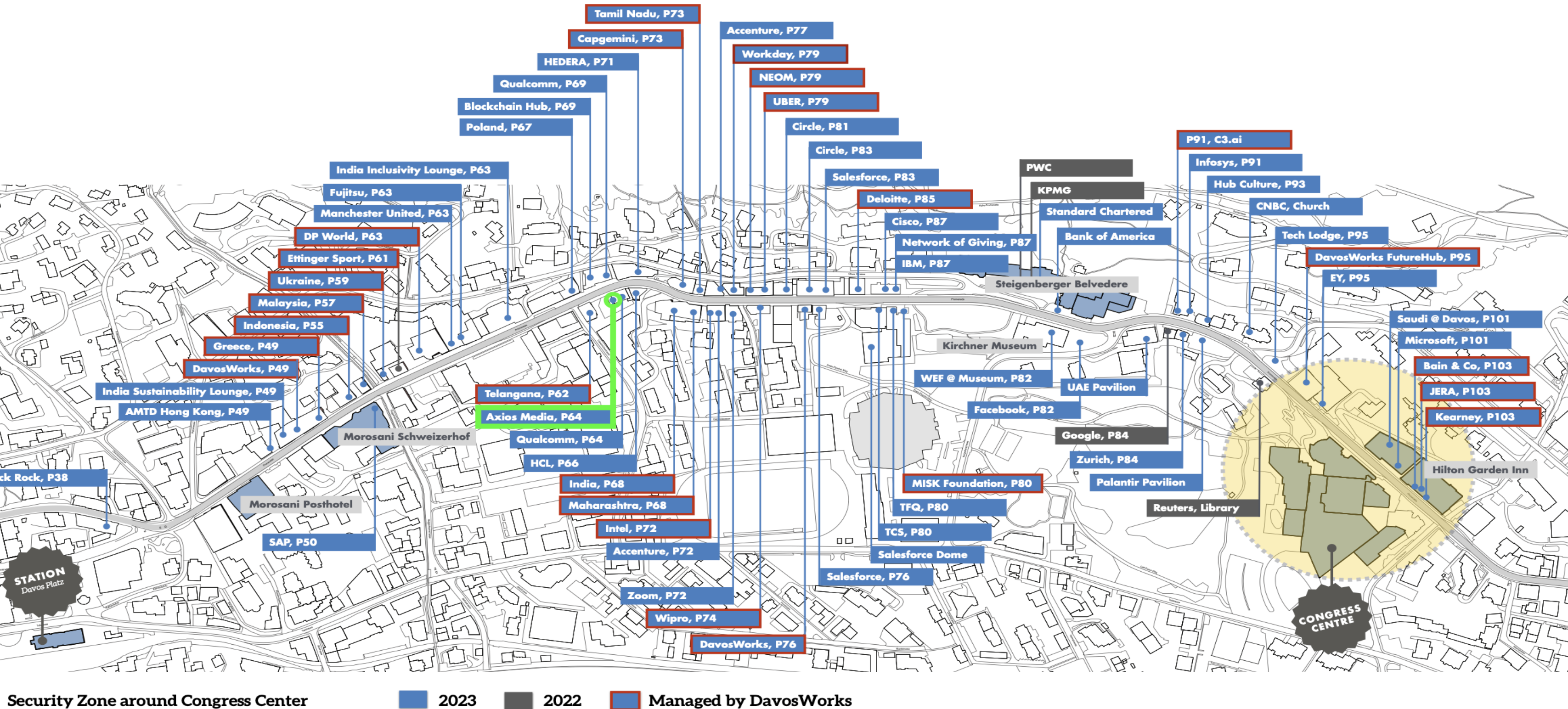


Transport
Integration &
Personalized Itineraries

Smart, Layered Security
with Low Friction

Queue Elimination
via Technology

WEF Annual Meeting Seamless Logistics



ELEVATED
EXPERIENCES

- Inclusive Exclusivity and Layered Access
- Curated Nightlife and Discovery Networking

KPI's Session Outcomes and Accountability

MEASURABLE
IMPACT



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SUSTAINABLE AND SCALABLE EVENT DESIGN



ENVIRONMENTAL TRANSPARENCY AND AUDITING

Davos implements rigorous environmental audits and public reporting to ensure accountability on sustainability claims.



ADVANCE DECLARATION OF SUSTAINABILITY GOALS

Event organizers are encouraged to set measurable sustainability targets during planning for transparency and commitment.



EMBEDDING ACCOUNTABILITY ACROSS EVENT ELEMENTS

Incorporate sustainable practices into all aspects, from eco-friendly badges to responsible catering and waste management

CLOSING
THOUGHTS

- 
- City-Wide Immersion Global Impact
 - Purpose-Driven Leadership Imperative
 - Legacy Beyond Event Timelines