



Make Events Like Davos Deliver

BPI Group

01.29.26

Davos is back

The reviews are in, and the consensus — as proclaimed in headline after headline — is that [Davos is back](#). Less headline-worthy, but potentially valuable to you is that BPI was back at Davos. What we were able to help clients accomplish there could be useful to you as you consider the 2027 World Economic Forum Annual Meeting and similarly consequential gatherings.

This year, the WEF in Davos reclaimed its primacy as an event of geopolitical importance, a nexus of dealmaking, a place to make key business connections, and an important forum to introduce and share ideas — both in front of key audiences and the global media.

BPI's international team was there to help clients introduce those ideas, navigate those geopolitics, make meaningful business connections, and have media impact. We're prepared to do the same for you, and not only at Davos, but at other influential convenings — from London Tech Week, at the Cannes Lions, to COP, to the Munich Security Conference, to the Aspen Ideas Festival, to SXSW, to UNGA, and many more.

This year, in addition to supporting a range of clients during WEF Davos, we worked with our client, Calm, and their CEO [David Ko](#) to build and host 'An Evening to Recharge' — an exclusive dinner with 40 leaders from across healthcare, tech and finance — designed to offer a counter-narrative to the frenetic energy of the World Economic Forum, while also elevating the importance of sleep and mental health awareness as factors essential to peak performance.



As Calm's Chief of Staff, Bennett Porter said, "We trusted BPI to create and curate something from scratch for us in Davos, and they delivered an event that exceeded our expectations, allowing us to meaningfully present and enhance our business, supported by media opportunities that allowed us to tell our story far beyond the event."

Delivering outcomes on the ground

Thanks to our seamless and growing transatlantic operations and our combined decades of experience navigating Davos, we were able to provide key support for clients, including:

- **On-the-ground Logistics & Planning:** Finding lodging and securing credentials. Working with key operational partners in Davos, from hotels and host venues to production teams.

- **Strategic Scheduling:** Generating and managing invitations to events.
 - **Executive Briefing & Messaging:** Preparing briefings that include detailed event information, hot topics with suggested talking points, tough Q&As, and key messages aligned with each executive's focus area.
 - **Media Relations & Engagement:** Pitching and securing media coverage for clients, including on CNBC and in Forbes, Fortune, the Financial Times, the New York Times, Semafor, Axios, and across fun and influential social media channels like [The Career Ladder](#).
 - **Speaking & Thought Leadership:** Pitching and securing presence on key panels and in discussions, as well as helping clients show up on stage with differentiated, often headline-making points of view.
 - **On-site Content Creation:** Helping generate owned and social content on site.
 - **Strategic Partnerships:** Additionally, we have exclusive partnerships that allow clients to build larger presences.
-

The road to 2027

We're already thinking about Davos 2027 and other convenings that are – or should be – on your executive calendars, and wanted to offer some thoughts as we encourage you to do the same.

Preparation starts now.

Attending leading convenings like the World Economic Forum is a significant expenditure of time and resources. The greatest return on that investment comes from putting in place a plan (even if it doesn't fully materialize until the weeks leading up to the event). Everything from the infrastructure and logistics of your attendance (from lodging to potentially building owned events) to the content (meetings to media events) has to be planned and orchestrated – starting now.

Standing out requires strategic thinking.

Davos and other major global events have become crowded – both in terms of physical capacity and in terms of offerings. At Davos, there has been a profusion of “houses” that host breakfasts, lunches, and dinners: Goals House, Brain House, Human Change House, AI House, houses of major media brands and many more – and this is in addition to all of the corporate spaces and special events. This means you have to work hard to make sure you have the right people in the right places.

One of several.

Finally, as we've noted above, it's important to remember that Davos is one of several globally influential convenings that provide unparalleled opportunities to make deals and make waves. There are many others, and we're happy to help you navigate all of them.
