

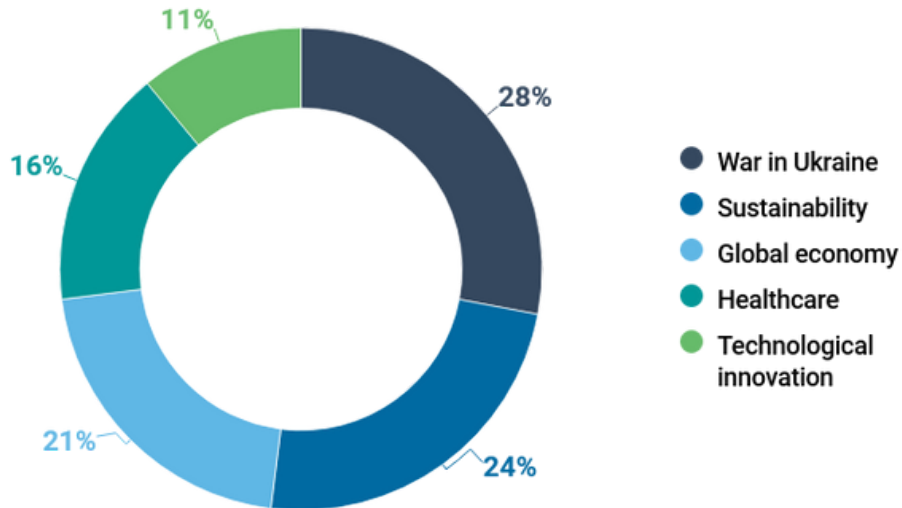
Davos 2022: What Are the Key Takeaways for PR and Comms?

Media Analysis Summary



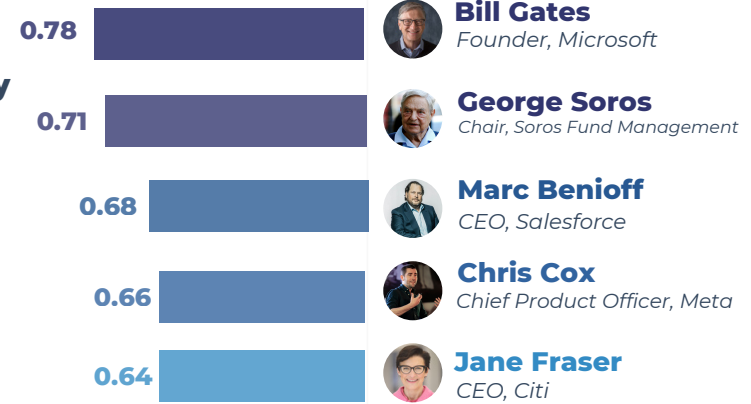
Topics in the Davos 2022 debate by share of voice

Most media outlets remarked that the war cast a pall over the event. Meanwhile, as many as a third of the panel discussions on the main stage were about Sustainability, and few chief executive officers got away with an interview that does not touch upon ESG.

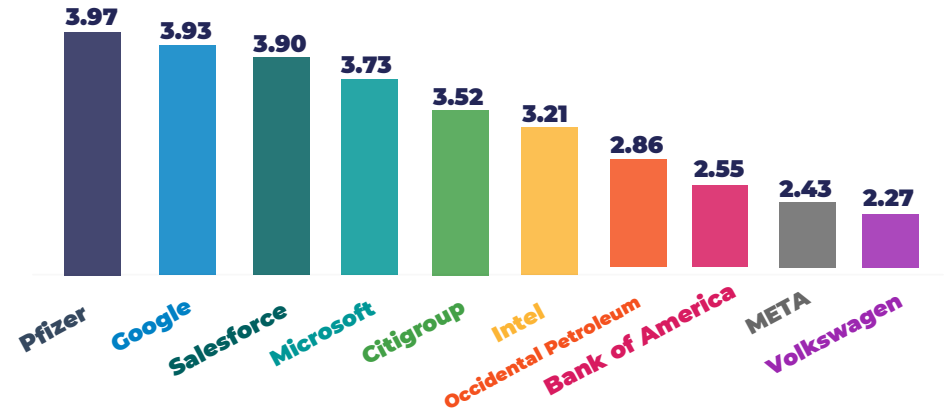


Top 5 corporate spokespeople in the Davos 2022 debate by influence score

Bill Gates, a Davos regular, was the most influential spokesperson from the corporate world, as many publications cited his views on health equity and sustainability.



Top 10 organisations in the Davos 2022 debate by media impact score



Pfizer became the most influential company in the debate by announcing an ESG initiative related to health equity.

5 key takeaways for PR and comms pros could take away from this year's Davos

- Call for business activism now extends to geopolitics
- Nature is fast becoming a cornerstone of the global sustainability agenda
- Companies should strengthen their PR strategies to deal with the recession
- Health equity will become a hot topic for the healthcare sector
- The metaverse is taken seriously

Read the whole analysis here:

<https://commetric.com/2022/06/03/davos-2022-what-are-the-key-takeaways-for-pr-and-comms/>

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