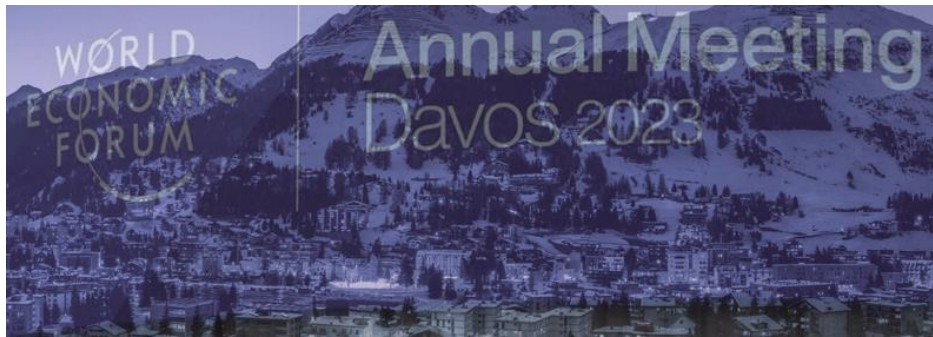


AI, Economy and Climate: What Are the PR Implications of Davos 2023?

Media Analysis Summary



The **World Economic Forum's** first winter meeting in **Davos** since 2020 saw several recurring themes in the global media coverage, ranging from the state of the global economy to the potential for technology and innovation as a force for good.

The big stories coming out of Davos this year were full of phrases like "fragmenting global economy," "economic uncertainty" and "the year of inflation." This is what made the **Global economy** the most widely discussed topic at the summit.

Topics in the Davos 2023 debate by share of voice



26%

Global economy



24%

Sustainability



21%

Technological innovation/AI



19%

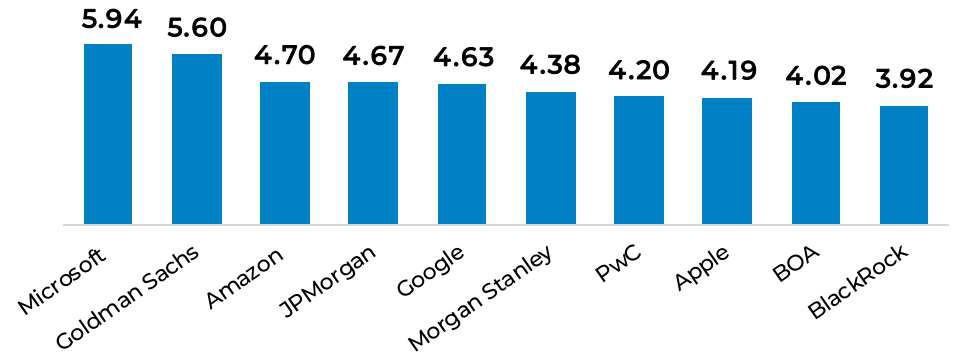
War in Ukraine



10%

Diversity and inclusion

Top 10 organisations in the Davos 2023 debate by media impact score



When **Microsoft** announced it's going to make ChatGPT available on its platforms soon, it became the most influential company in the **Davos** debate. Generative AI tools like ChatGPT virtually replaced crypto and the so-called "Web3" as the hyped technology of choice for top business executives and policymakers.

5 PR and comms takeaways from Davos 2023:

- The economic doom and gloom narrative may be refreshed...
- ...but PR pros will have to deal with growing consumer pessimism
- Generative AI replaced crypto as the hot tech topic
- Climate pledges haven't been helping
- Youth activism enters a new era

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Read the whole analysis here:

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