

Ketchum at the World Economic Forum – Why it Matters

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Each year, all eyes are on Davos, high up in the Swiss Alps, as more than 2,000 heads of business, government officials, and nonprofit and religious leaders convene at the

World Economic Forum to discuss some of the world's most pressing issues and plan for the future.

I recently had the opportunity to interview some of our clients on why they are attending, and what they hope to gain from the experience. Here is what they had to say...

<https://blog.ketchum.com/wef-why-it-matters/>

