

Strategic Thinking on the External Publicity of the Summer Davos Forum

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Abstract: *This article explores the key elements of the Summer Davos external publicity strategy and its application value, and proposes a strategic framework suitable for the Chinese context by combining case analysis and literature review. It aims to enhance the international influence and social recognition of Summer Davos by clarifying the target audience, optimizing communication channels, strengthening content planning and evaluation feedback mechanisms.*

Keywords: Summer Davos, External Publicity Strategy, International Influence, Economic Development.

1. Introduction

The Summer Davos Forum has become an important platform for global leaders from all walks of life in politics, business and academia to discuss the world economic situation and seek consensus on development. It carries the mission of promoting global economic growth and promoting international exchanges and cooperation. On this international stage, China should use its unique charm and wisdom to show the world its profound cultural heritage and strong development strength, effectively convey the idea of "a community with a shared future for mankind" proposed by General Secretary Xi Jinping, attract global attention, and show the world the elegance of China in the new era. To this end, focusing on the theme of "New Frontiers for Future Growth", in terms of external propaganda strategy, we will carry out external propaganda work with the core of emphasizing China's openness and inclusiveness, highlighting China's innovation and development, and highlighting China's international responsibility and commitment.

2. Current Situation and Challenges of Summer Davos

The China Summer Davos Forum, also known as the World Economic Forum's Annual Meeting of the New Champions, has become an economic event with significant influence worldwide since it was first held in China in 2007. In particular, the Summer Davos Forum held in Dalian and Tianjin has demonstrated China's important position and role in global economic governance.

In 2024, Dalian will host the 15th Annual Meeting of the New Champions (2024 Summer Davos Forum). According to statistics on the publications published by Summer Davos on CNKI and Wanfang, CNKI has accumulated 667 academic journals and publicly published documents since 2013. Research has been conducted on keywords such as Summer Davos, World Economic Forum, Annual Meeting of the New Champions, Fourth Industrial Revolution, and Sustainable Growth, covering subjects such as Chinese politics, information economy and postal economy, foreign languages, international politics, and secondary education; Wanfang database has accumulated 117 journal articles on Summer Davos from 1997 to 2023, mainly involving research topics

such as interpretation, diplomatic discourse and national identity construction, corpus construction, and the influence of financial topics.

Compared with Winter Davos and other large domestic and foreign forums, the content of Summer Davos related scientific research, news reports, and official website construction needs to be further strengthened. There are currently a lot of news on the Internet about the 2023 Summer Davos Forum, but there is relatively little content about the mobilization and planning of the 15th Annual Meeting of New Champions (2024 Summer Davos Forum).

2.1 Scale and Influence of the Forum

The China Summer Davos Forum has attracted thousands of representatives including political figures, scholars, and entrepreneurs from all over the world, making it one of the largest economic events in the world. Its significant influence is mainly reflected in the fact that the forum topics cover many fields such as global economy, politics, science and technology, and have a profound impact on global economic development trends. At the same time, the forum also provides a platform for governments, enterprises and academia to exchange ideas and share experiences, and promotes international cooperation and exchanges.

2.2 Topic Setting and Discussion Depth

The Summer Davos Forum covers a wide range of topics, including economic growth, trade and investment, technological innovation, climate change and other aspects, reflecting the challenges and opportunities facing the current global economy. Participants held in-depth discussions on the topics, shared their insights and experiences, and provided useful ideas and solutions for solving global economic problems. At the same time, the forum also further expanded the depth and breadth of the discussion by holding sub-forums, seminars and other activities.

During the forum, China showed the world its achievements in economic development, scientific and technological innovation, and environmental protection, which enhanced the international community's understanding and trust in China. Chinese leaders and entrepreneurs delivered speeches at the forum, expounding on China's economic policies and

development vision, providing an important window for the international community to understand China. In terms of promoting international cooperation, China strengthened cooperation and exchanges with other countries through the Summer Davos Forum, and promoted the improvement and development of the global economic governance system.

3. Summer Davos needs further improvement

3.1 The Official Website Construction Needs to be Further Improved

Compared with Winter Davos and other large international forums, the official website of Summer Davos still has room for improvement in terms of content richness, interactivity and user experience. In order to attract more participants and increase the influence of the forum, it is recommended to strengthen the construction and maintenance of the official website to ensure timely update of information, in-depth display of scientific research and comprehensive coverage of news reports.

3.2 Potential of University Think Tanks to be Tapped

As an important source of knowledge innovation, universities have not yet fully played their role in the Summer Davos Forum. In the future, more opportunities should be provided for universities to participate, promote the exchange and sharing of academic achievements, and thus promote in-depth discussion and innovative development of forum topics.

3.3 Foreign Language Public Notices Need to be Standardized

As a window city for international communication, the multilingual presentation of Dalian's public notices is crucial to improving the city's image. At present, the English expressions of some public notices are still inaccurate or non-standard, and they urgently need to be standardized and translated and proofread to show Dalian's professional image and international level.

3.4 Insufficient Application of Virtual Spokespersons

With the continuous development of digital technology, virtual digital people have great potential as an emerging means of publicity. However, in current urban publicity, this means has not been fully utilized. It is recommended to explore the application of virtual spokespersons in tourism promotion, cultural communication and other fields to improve the publicity effect and attractiveness.

3.5 Emergency Response Mechanism Needs to be Improved

In the face of possible emergencies, such as extreme weather and man-made disasters, it is particularly important to establish a sound emergency response mechanism. At present, the relevant mechanism still needs to be further systematized and improved to ensure rapid and effective response and disposal in emergency situations.

3.6 Sustainable Development Cases Need to be Explored

in Depth

In terms of sustainable development, Dalian has made some achievements, but there are still more practical cases waiting to be explored. By deeply exploring and displaying these typical cases, we can better demonstrate Dalian's efforts and achievements in environmental protection, agricultural innovation, etc., and provide reference for other cities.

3.7 National Security Precautions Need to be Strengthened

As a high-level international forum, the Summer Davos Forum has attracted the participation of many domestic and foreign politicians, scholars and entrepreneurs. Therefore, it is particularly important to strengthen national security precautions. It is recommended to start from multiple aspects such as venue security, network security, and personnel management to ensure the safety and smooth progress of the forum.

4. Countermeasures and Suggestions

As of August 7, 2024, CNKI has published 6 articles about the 15th Summer Davos (June 30, 2024 - July 15, 2024) that can be checked online. The main contents of the study are the opening ceremony of Davos, the top ten emerging technologies, innovative cooperation, and reducing trade barriers. Recently, the keywords Summer Davos or the 15th Summer Davos were entered online. Within two months after the 15th Summer Davos Forum was held, Xinhuanet, China National Radio, PR Newswire, People's Daily Online, Northeast News Network, China.com, etc. have continued to report on the 15th Summer Davos in Dalian. Among them, PR Newswire focuses on the theme that intelligence, green, and health have become hot topics to drive a new round of growth for enterprises; Northeast News Network concentrated on reporting that during the Summer Davos Forum, our province organized "urban living room" investment promotion activities in various cities, attracting more than a thousand visits, and reached a total of 60 project cooperation intentions, which is a gratifying achievement and experience. Based on the news and academic research related to the preparation and holding of the past 15 Summer Davos, the following suggestions are put forward to further give full play to the role of the Summer Davos Forum in the future.

4.1 Improvement of the Official Website of the Summer Davos Forum

In order to further enhance the functions of the official website of the Summer Davos Forum, we can consider optimizing and improving it in many aspects on the existing basis. First, the official website should become a comprehensive information platform, which not only contains the basic information and detailed agenda of the forum, but also covers rich content such as participant information and partners, so that all parties can quickly obtain the required information. Secondly, in order to adapt to the needs of internationalization, the official website should provide multilingual interface options to facilitate browsing and communication between people from different countries and regions, thereby enhancing the international communication

power and communication efficiency of the forum. In addition, timely updating of information and ensuring the accuracy of language presentation are also key links to improve user experience. Through these measures, we can expect a more complete and efficient official website to provide strong support for the successful holding of the Summer Davos Forum.

4.2 Strengthening the Role of University Think Tank Alliances and University Teachers and Students in the Summer Davos Forum

As an important base for talent cultivation and knowledge innovation, the role of colleges and universities in the Summer Davos Forum cannot be ignored. We should further strengthen the cooperation mechanism between colleges and universities and encourage and support colleges and universities to participate in the forum activities through various forms such as language services, technical support, achievement display, academic seminars, etc. At the same time, we will design a selection activity for colleges and universities across the province to provide college students with a high-level social practice platform and give them the opportunity to personally participate in international events. This will not only help improve the comprehensive quality of students, but also help promote academic exchanges and cooperation between colleges and universities.

4.3 Suggestions on Further Strengthening the Standardized Use of Public Notices in Dalian

As part of urban culture, public signs are of great significance for improving the city's image and citizens' literacy. In view of the actual situation in Dalian, we suggest referring to relevant domestic and international standards to comprehensively standardize multilingual public signs in public places. At the same time, we can make full use of modern technical means such as WeChat applets to establish convenient citizen feedback channels and collect and handle problems of incorrect signs in a timely manner. Through the implementation of these measures, we believe that the standardization and internationalization of the use of public signs in Dalian can be effectively improved.

4.4 Suggestions on Virtual City Spokespersons

With the development of science and technology and the advent of the digital age, virtual spokespersons have become a new form of publicity. In view of the characteristics and needs of Dalian, we suggest combining modern technology with traditional elements to design a virtual city spokesperson that represents the spirit of Dalian. By using advanced technologies such as VR/AR to create an interactive experience area, we can not only strengthen the city promotion work, but also effectively enhance the city image and popularity of Dalian.

4.5 Suggestions on the Establishment of the Davos Forum Emergency Response Mechanism

The improvement of the emergency response mechanism is crucial to ensure the smooth progress of large-scale events. In view of the characteristics and needs of the Davos Forum, we

put forward the following suggestions: First, improve the digital level of the emergency response mechanism and use advanced information technology to improve the efficiency and accuracy of emergency response; second, improve and upgrade the meteorological monitoring and early warning system to ensure that the weather changes can be grasped in time and make corresponding adjustments; third, strengthen the personnel training of all aspects of emergency response to improve the overall response capability; fourth, regularly organize emergency evacuation, disaster prevention and other full-process drills and evaluation activities, and continuously test and improve emergency response plans. Through the implementation of these measures, we believe that we can provide a safer and more stable environment for the Davos Forum.

4.6 Collection and Promotion Suggestions for Sustainable Development Practice Cases

Sustainable development is one of the common challenges facing the world today, and the collection and promotion of practical cases will help share experiences and promote cooperation. In view of the actual situation in Dalian, we suggest collecting and promoting advanced practices and successful experiences in the construction of modern agricultural demonstration areas, farmland protection, and biodegradable energy development. At the same time, we can also summarize and promote Liaoning Province's practical experience and model innovation in the research and development, production and sales of graphene materials. Through the implementation of these measures, we believe that we can contribute positive forces to promoting the sustainable development process in the region and even the whole country.

4.7 National Security Prevention Recommendations

National security is a top priority, and any large-scale event cannot be held without a safe and stable environment. In view of the characteristics and needs of the Davos Forum, we put forward the following suggestions: First, improve the level of national security risk assessment and strengthen the ability to identify and analyze potential risk factors; second, improve the level of digital security, upgrade security technology and equipment, and strengthen information security protection capabilities; third, increase supervision of the media and provide high-quality services; fourth, strengthen publicity and education to create a safe conference atmosphere. Through the implementation of these comprehensive measures, we believe that we can provide a safer and more stable environment for the Davos Forum.

5. Conclusion and Outlook

To sum up, formulating a scientific and effective external publicity strategy plays a vital role in enhancing the international influence and social awareness of the Summer Davos Forum. Through the implementation of measures such as clarifying the target audience, optimizing communication channels, strengthening content planning, and establishing an evaluation and feedback mechanism, the brand image and popularity of Summer Davos can be significantly improved.

As the global economic situation continues to change and international exchanges deepen, Summer Davos will continue to play its important role and influence. Therefore, we need to continuously improve and innovate our external publicity strategies to adapt to the communication needs and challenges in the new situation. Looking to the future, we have reason to believe that under the guidance of scientific and effective external publicity strategies, Summer Davos will be able to achieve more brilliant achievements and wider influence.

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