



# GRAYCELL TECHNOLOGIES

[www.graycelltech.com](http://www.graycelltech.com)

## Shaping Davos

### Background

Shaping Davos is an initiative of the Global Shapers Community which brings the world to Davos and takes Davos to the world providing an unprecedented behind-the-scenes access to what is happening at the World Economic Forum Annual Meeting in Davos. Shaping Davos is a concept for a series of live events that uses two-way live streaming to virtually connect 40 cities from around the world with the WEF Davos Annual Meeting

### Solution

Based on the client requirement, the GCT team designed a responsive WordPress based CMS portal to showcase the series of events. The major features of the website are:

1. Design
  - Responsive design
  - User Friendly Design
2. Admin
  - Update content as per the structure of the theme
  - Update text, menus, images, videos and configure available widgets
3. Road map of Site
  - Video of the conference
  - Map - List of participating cities with links to City pages
  - Topics - List of active topics with modal popovers
  - Event feeds
  - City Pages
  - City specific content page with specific Twitter/Facebook feeds widget
  - Related Links widget.

On the **technical front**, the web portal utilizes WordPress as the CMS solution with PHP/MySQL Server. Third party API's from, Facebook/LinkedIn/Twitter have also been integrated. The current version of web portal can be experienced at: <http://shapingdavos.org/>

### Results

1. The portal was well received and was instrumental in bringing the annual events closer to their Global audience.
2. The portal was a pioneer in bringing global attention to the series of local event which coincided with the Davos event.