Connect with leaders at the World Economic Forum on Europe in Vienna

18 May 2011

Matthias Lüfkens, Associate Director, Tel.: +41 (0)22 869 1212, matthias.luefkens@weforum.org , @luefkens

- World Economic Forum on Europe and Central Asia to be held in Vienna, Austria, on 8-9 June 2011
- Follow the meeting online at www.weforum.org/Europe2011
- Participants will video, tweet and blog about *Expanding the Frontiers of Innovation*
- Media accreditation is now open at www.weforummedia.org – deadline 31 May 2011

Geneva, Switzerland – The World Economic Forum on Europe and Central Asia will be switched on and connected to all major social networks, allowing the public to interact with the 500 leaders taking part in the event.

The interactive **Social Media Corner** in the Hofburg Convention Centre will serve as the central social hub to reach out to the public to facilitate and generate discussion on the theme *Expanding the Frontiers of Innovation*.

The Social Media Corner will allow participants to tape and upload video replies to questions submitted by YouTube users on the **Davos Debates channel** (http://youtube.com/davos). Participants are encouraged to share their impressions from the meeting and reply to the question: *How can the frontiers of innovation in Europe and Central Asia be expanded?* The aim is to create an open and direct dialogue between regional leaders and the world.

All **plenary sessions** of the meeting will be webcast live on Livestream (http://wef.ch/live). The session videos will also be available on demand on the Forum's YouTube channel (http://wef.ch/ViennaVids). The sessions can also be watched live on the Forum's Facebook page (http://wef.ch/facebook).

For selected sessions, we will tap into the collective wisdom of our 70,000 Facebook fans, asking them questions using a special polling function. Their views will be fed back into the panel discussion of certain sessions.

The Forum will compile an official Twitter list of all participants active on the microblogging service (http://twitter.com/davos/WEFeurope). Tweets from the official Twitter list will be displayed on the Forum mobile app, providing views, insights and news from the meeting.

We invite you to follow the World Economic Forum on **Twitter** @Davos as well as our live tweet account @WEF, where we tweet key quotes from plenary sessions and where most of the Twitter chatter will happen. The official hashtag of the World Economic Forum on Europe and Central Asia is **#WEF**.

We have handpicked key industry players to guest blog on the Forum blog (http://www.forumblog.org) during the meeting.

The best pictures taken at the World Economic Forum on Europe and Central Asia 2011 will be made available free of charge under the creative commons licence (cc-by-sa) on the Forum's Flickr account (http://wef.ch/ViennaPix). Participants are invited to share their photos from the

meeting in our Flickr group (http://www.flickr.com/groups/davos/).

We have added the World Economic Forum on Europe and Central Asia to **Foursquare** (http://foursquare.com/venue/19381185), making it easier for our participants to check in and connect.

The programme, session videos, blog posts, photos, tweets and Twitter list will be available on the Forum App, the mobile application for the meeting. Go to http://wef.ch/apps for full details on how to install the application.

Media accreditation for the event is now open. If you would like to cover this event, please register online at www.weforummedia.org. The registration deadline is Tuesday 31 May 2011. As the number of accreditations issued will be strictly limited, we will not be able to accommodate late registrations. No accreditation will be granted on site.

For more information about the meeting, please visit the Forum's website at www.weforum.org/Europe2011

Notes to Editors

View the best pictures from the Forum on **Flickr** at http://wef.ch/pix
Watch sessions on demand on **YouTube** at http://wef.ch/youtube or http://wef.ch/youku
Become a fan of the Forum on **Facebook** at http://wef.ch/facebook
Follow the Forum on **Twitter** at http://wef.ch/twitter and http://wef.ch/livetweet
Check in with the Forum on **Foursquare** at http://wef.ch/foursquare
Read the **Forum Blog** at http://wef.ch/blog
Read Forum reports on **Scribd** at http://wef.ch/scribd
Follow the meeting on iPhone at http://wef.ch/iPhone
Upcoming Forum events at http://wef.ch/events
Subscribe to Forum **News Releases** at http://wef.ch/news