News Release

WORLD ECONOMIC FORUM

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Ask a Leader at the Annual Meeting 2012: Your Link to Leadership

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- Have your voice heard and your questions answered at the Annual Meeting 2012
- World Economic Forum opens Ask a Leader project on YouTube and Facebook
- More information on the Annual Meeting available at http://www.weforum.org/annualmeeting

Geneva, Switzerland, 9 January 2012 – More than 2,500 world leaders from business, government and civil society will participate at the World Economic Forum Annual Meeting 2012 in Davos-Klosters, Switzerland, from 25 to 29 January. To be part of the conversation, we would like to invite the YouTube and Facebook communities to **Ask a Leader** a question.

At this year's Annual Meeting, leaders will share insights on what has changed fundamentally in the world, explore new conceptual models that are emerging, catalyse sought after solutions, and collaborate on the risks and opportunities that lie ahead. To this end and for more than 40 years, the Annual Meeting has provided an unrivalled platform for leaders from all walks of life to shape the global agenda at the start of the year.

What would you ask a world leader? We would like to invite you to upload or post a question in text or video to the World Economic Forum's Ask a Leader YouTube channel at youtube.com/Davos.

During the five-day Annual Meeting, we will install a video recording booth at the Social Media Corner and invite heads of state and government, leaders from business and civil society, heads of international organizations, as well as media and academics, to respond to questions via video submitted by the public. Questions will be selected by the World Economic Forum and those voted for by you.

Video responses will then be uploaded to the Forum's **Ask a Leader YouTube** channel, where you can watch participants' video blog answers and share their responses, ideas and visions for a better world. All video responses will be uploaded continuously during the meeting and will be available for sharing on your own social media channels.

Join the **Ask a Leader** project and have your voice and your community heard on issues related to this year's Annual Meeting theme – The Great Transformation: Shaping New Models. The World Economic Forum's Ask a Leader gives the public direct access to the most powerful and influential people in the world.

Want to know who will participate in the Annual Meeting? You can view this year's Twitter list here , and the programme of events and information on the Meeting here. View previous Ask a Leader projects here.

Join and connect with the World Economic Forum at the following social media sites:

Livestream - A selection of plenary sessions from the Annual Meeting will be webcast

live for public viewing on our Livestream channel and Facebook page. The session videos will also be available on demand at the Forum's website and YouTube channel.

Facebook – The World Economic Forum is teaming up with Facebook to present DavosLive, a series of live interviews with participants filmed at the Annual Meeting and streamed on Livestream and Facebook. "Like" the Forum's Facebook page to receive all the news and views from the Annual Meeting, including participant blog posts, photographs, video diaries and more.

Twitter – Follow the Annual Meeting on Twitter @Davos and our live tweet account @WEF, where World Economic Forum staff will share the best quotes, outcomes and thoughts from key sessions and events. The official Annual Meeting Twitter list, compiled by the Forum, also allows you to follow participant tweets from Davos.

Forum:Blog – Read insights and views from a handpicked selection of participants on the new look Forum:Blog. Fresh opinions, session outcomes and daily developments will be published regularly throughout the Meeting.

Notes to Editor
More information about the **Annual Meeting 2012** at http://wef.ch/Davos
View the best pictures from the Annual Meeting on **Flickr** at http://wef.ch/pix
Watch live webcasts of the sessions on **Livestream** at http://wef.ch/live
Watch the sessions on **YouTube** at http://wef.ch/youtube or **Youku** http://wef.ch/youku
Ask a world leader on **YouTube** at http://wef.ch/askaleader
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
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