News Release

WORLD ECONOMIC FORUM

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How to Follow the World Economic Forum Annual Meeting 2012

20 January 2012

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- More than one-quarter of all Annual Meeting 2012 participants active on Twitter, including 86 public figures
- Christine Lagarde, Robert Zoellick, Kumi Naidoo and more streamed live from the Facebook studio on Davos Live
- More than 10 World Economic Forum platforms to follow the Annual Meeting 2012 and its 2,600 participants – watch and engage at wef.ch/davos

Geneva, Switzerland, 20 January 2012 – With more than one-quarter of all participants at this year ' s World Economic Forum Annual Meeting active on Twitter, new media is the strongest platform to follow all the news, views and daily happenings in Davos live online.

The World Economic Forum is streaming, publishing and sharing from more than 10 digital platforms, including a Facebook Live studio broadcast from the Social Media Corner. Featuring interviews with IMF Managing Director Christine Lagarde, Greenpeace Executive Director Kumi Naidoo and World Bank President Robert Zoellick, the Davos Live Facebook conversations will be streamed on the World Economic Forum ' s Facebook page.

Social Media Corner

The **Social Media Corner** in the Congress Centre will serve as the central social hub where participants will answer public questions on YouTube and chat live on Facebook for the Davos Live interviews. Participants will discuss a range of topics on the official Annual Meeting theme, "The Great Transformation: Shaping New Models " . Visit wef.ch/Davos for all social media coverage, sessions and press conferences live, as well as daily highlights and announcements.

Ask a Leader

Participants will upload video responses to public questions submitted through the Ask a Leader series (http://wef.ch/askaleader) on YouTube (http://youtube.com/Davos) at two video upload stations at the Social Media Corner. Submit your questions via YouTube or Facebook and, if selected, the Digital Team will put them to world leaders, public figures and business executives participating in the Annual Meeting.

Davos Live

" Like " the Forum's Facebook fan page to watch live interviews with participants streamed from 07.00 CET to 20.00 CET Wednesday 25 to Sunday 29 January (http://facebook.com/worldeconomicforum). A full programme including interviews featuring Arianna Huffington and Nicholas Kristof will be published each morning. For select sessions, we will seek public input via a Facebook Pulse poll. Watch out for the pulses starting Wednesday 25 January. Pulse results will feed directly into sessions, with public opinion helping to shape the agenda of this year ' s Annual Meeting.

Co-Chair Interviews

Selected co-chairs and Partners have been invited to share their thoughts on the theme of the Meeting, "The Great Transformation: Shaping New Models", in a short video interview. These videos are uploaded for you to watch and share at the Forum's YouTube channel: http://wef.ch/interviews.

Twitter

The official Twitter list includes more than 600 participants active on the microblogging service (http://twitter.com/Davos/Davos2012) and is the best way to track their coverage of the Annual Meeting 2012.

You can also follow the official Twitter list of journalists and media organizations reporting from Davos (https://twitter.com/#!/davos/wefmedia).

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 official Plenary Sessions and where most of the Twitter chatter will happen. The best tweets, photographs and videos from the Annual Meeting will be collated on Storify (http://storify.com/wef). You should also follow our communities: @GlobalShapers, @TechPioneers, @SchwabFound and @YGLVoices. Chinese speakers can get updates on Sina Weibo (http://wef.ch/weibo).

Blogging

The Forum:Blog will publish news, views, insights and more from participants, World Economic Forum communities and staff during the five-day Meeting. Photographs, videos, podcasts and social media reactions from the public will also be published on the Forum blog (http://www.forumblog.org).

Flickr

A selection of the best photographs taken daily at the Annual Meeting will be available free of charge under the creative commons licence (cc-by-sa) on Flickr (http://wef./ch/pix). Photographs from participants, taken with their mobiles phones, can be viewed at http://davos.sharypic.com.

Webcasts

During the Annual Meeting, we will webcast live all Plenary Sessions (http://wef.ch/live), press conferences (http://wef.ch/live01) and interviews at the Social Media Corner (http://wef.ch/live02). Feel free to embed any of the Livestream feeds on your website or event page (http://livestream.com/worldeconomicforum).

Here is the webcast programme: http://wef.ch/programme. You can add it to your calendar:

XML http://wef.ch/DavosXML, iCal http://wef.ch/DavosiCal, html http://wef.ch/DavosHTML

All press conferences will be streamed live on http://wef.ch/live01, allowing anyone to post questions for the panellists. Immediately after each session, the videos will be available on our website (http://www.weforum.org/videos) and on iTunes (http://wef.ch/itunes), and can be watched on demand on YouTube (http://wef.ch/videos) and in Chinese on Youku (http://wef.ch/youku).

Global Shapers

The Global Shapers community will share their experience at the Annual Meeting by posting daily reports on the Global Shapers blog or via their Facebook community. You can also follow the Global Shapers on Twitter @GlobalShapers.

The Davos Apps

The official programme, session videos, blog posts, photographs, tweets and Twitter lists will be available on the Davos App, the public mobile application for the Annual Meeting 2012. Go to wef.ch/apps for full details on how to install the relevant application.

Notes to Editors

For more information about the **Annual Meeting 2012**: http://wef.ch/Davos
View the best photographs 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** at 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
Listen to the Inside the Forum **Podcast** at http://wef.ch/podcast
Read the **Forum Blog** at http://wef.ch/blog
Read Forum reports on **Scribd** at http://wef.ch/scribd
Follow the Annual Meeting on the iPhone and Android at http://wef.ch/app
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Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations (www.weforum.org).

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