

Davos Debates 2011 – Be Part of the Discussion at the World Economic Forum Annual Meeting

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- The World Economic Forum today launches the Davos Debates 2011 on youtube.com/davos
- The YouTube audience will have an opportunity to contribute their ideas and solutions on the importance of inclusive growth
- The Winner of the Davos Debates will be invited to the Annual Meeting in Davos-Klosters, Switzerland, to meet world leaders, participate in sessions and co-host the Social Media corner

Geneva, Switzerland, 8 December 2010 – The World Economic Forum today launched the Davos Debates 2011 (<http://www.youtube.com/davos>), and will choose one lucky YouTube user to actively participate in the upcoming World Economic Forum Annual Meeting 2011, taking place on 26-30 January in Davos-Klosters, Switzerland.

The Davos Debates competition, hosted on <http://youtube.com/davos>, invites the public to upload a one-minute video highlighting their ideas on the importance of inclusive growth – a key theme at this year ' s event. The winner with the best video will be selected as an informal YouTube community representative to participate in the Annual Meeting and take part in a special panel during the event.

The Davos Debates provide a unique opportunity to take part in the Annual Meeting from 26 to 30 January 2011. It is an amazing chance for a member of the general public to interact with world leaders and contribute to the discussions.

The competition runs from 8 December 2010 to 14 January 2011, and the winner will be announced on 17 January. The World Economic Forum will provide the winner with round-trip transportation and hotel accommodation for the event.

The winner will also co-host the Social Media Corner in the Congress Centre, which will serve as the central social hub to reach out to the general public to discuss a range of topics related to the Meeting ' s official theme, “ Shared Norms for the New Reality ” . The Social Media Corner will have two video stations where participants are encouraged to reply to the videos uploaded by the YouTube community. The aim is to encourage an open and direct dialogue between world leaders and the general public.

The winner will act as a community representative at the Annual Meeting, participate in the Meeting and interact with world leaders. The Davos Debates on YouTube is a channel for public debate and direct dialogue with global leaders about the key issues affecting our planet.

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The World Economic Forum is an independent international organization committed to improving the state of the world by engaging business, political, academic and other leaders of society to shape global, regional and industry agendas.

Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is tied to no political, partisan or national interests (www.weforum.org).

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