News Release

WORLD ECONOMIC FORUM

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How to Follow the Annual Meeting 2011 on Social Networks

20 January 2011

- Questions to Russian President Dmitry Medvedev to be crowdsourced: http://wef.ch/AskDmitryMedvedev
- 400 of the 2,500 participants active on Twitter: http://twitter.com/davos/WEF2011
- More information on the World Economic Forum Annual Meeting 2011: http://www.weforum.org

Davos, Switzerland, 21 January 2011 – The World Economic Forum Annual Meeting 2011 will make full use of the key social networks to open the Meeting to a wider audience and include the general public in the discussions.

During the opening plenary session, the questions put to Russian President Dmitry Medvedev will come from the general public. Everyone is invited to submit their questions to the Russian president at http://wef.ch/AskDmitryMedvedev. A selection of the top-voted questions will be put to President Medvedev on Wednesday 26 January 2011 at 18.30 CET (17.30 GMT). Watch the opening session live at: http://wef.ch/live. Below is a guide to following the World Economic Forum Annual Meeting 2011 on social networks.

Twitter

The Forum has compiled an official Twitter list including 400 participants active on the micro-blogging service (http://twitter.com/davos/WEF2011). During the Meeting, their tweets will provide valuable insights and news from the Meeting. A Twitter list of journalists covering the meeting is also available on the Davos Media list (http://twitter.com/Davos/WEFmedia). The official hashtag of the Annual Meeting 2011 is #WEF. Finally, follow the World Economic Forum on Twitter @Davos as well as on its live tweet account @WEF where key quotes will be tweeted from public plenary sessions and where most of the Twitter chatter will happen. World Economic Forum communities are also on Twitter at: @SchwabFound @TechPioneers and @YGLVoices.

Blogging

Guest posts from selected participants will be available on the World Economic Forum blog (http://www.forumblog.org). The Forum will also aggregate all media portals and partner blogs about the Annual Meeting on Netvibes http://wef.ch/netvibes.

Social Media Corner

The key innovation this year is the special 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 around the official theme of “ Shared Norms for the New Reality ” on different social networks.

The Social Media Corner will have two video stations to allow participants to upload

video replies to the questions submitted by YouTube users in the Ask a Leader series on the Davos Debates (http://youtube.com/davos). The Forum has encouraged participants to reply to the videos uploaded by the YouTube community to create an open and direct dialogue between world leaders and the general public.

The Social Media corner will also feature a special Facebook station with live interviews with participants, which will be streamed on the Forum ' s Facebook fan page (http://facebook.com/worldeconomicforum).

Flickr
A selection of the best pictures from the Annual Meeting will be made available free of charge under the creative commons licence (cc-by-sa) on Flickr http://wef.ch/pix. The photos can be downloaded in high resolution, linked directly, or the set can be embedded (http://wef.ch/DavosPix).

Davos Debates on YouTube
As in previous years, the Forum has invited a video blogger through the Davos Debates competition on YouTube to participate in the Annual Meeting. From over 100 videos received, the Forum decided the entry from 29 year-old Canadian Shawn Ahmed best addressed the issue of inclusive growth, one of the key themes of the Annual Meeting. Ahmed, creator of " The Uncultured Project " (http://uncultured.com/), will participate in a panel and interview participants at the Social Media corner.

Facebook
At the Social Media Corner, the Forum will conduct live interviews with selected participants that will be streamed on its Facebook page (http://facebook.com/worldeconomicforum).

In selected sessions, it will also tap into the collective wisdom of the online population through the use of pulses, quick polls on Facebook. The pulses allow the opinion of several thousand Facebook users to be captured in a matter of minutes. Their views will be fed back into the panel discussion of certain sessions.

Geo-location Services
The Congress Centre and the key hotels have been added to foursquare (http://foursquare.com/wef), making it easier for participants to check in on this geo-location social network. Participants can also check in at the Congress Centre on Facebook Places (http://wef.ch/CongressCenter). To do this, simply scan the QR code with a smartphone.

Webcasts
All press conferences and key plenary sessions will be streamed live on Livestream (http://livestream.com/worldeconomicforum). During press conferences, anyone can field questions directly to the panellists via Twitter and Facebook.

The plenary sessions will also be available on demand on the Forum ' s YouTube channel http://youtube.com/worldeconomicforum. Session videos from the Annual Meeting will be available here: http://wef.ch/DavosVids.

World Economic Forum App
The Forum has developed a World Economic Forum application for iPhone and Android

smartphones for the general public available in the app stores. The application integrates all of the Forum ' s social media output – Twitter, Blog, YouTube and Flickr. Go tbttp://wef.ch/apps for full details on how to install the application.

Scribd

The Forum will also release a number of reports, which will be available on Scribd (http://scribd.com/worldeconomicforum). Feel free to download, link to or embed the documents.

Notes to Editors

For more information about the Annual Meeting 2011: http://wef.ch/Davos2011
View the best pictures from the Annual Meeting on Flickr at: http://wef.ch/pix
Watch live webcasts of the sessions on Livestream: http://wef.ch/live
Watch the sessions on demand on YouTube: http://wef.ch/youtube or http://wef.ch/youku
Ask a world leader on YouTube: http://wef.ch/davosdebates
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
Follow 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: http://wef.ch/iPhone
Upcoming Forum events at: http://wef.ch/events
Subscribe to Forum News Releases at: http://wef.ch/news
For more information about the Annual Meeting, please visit: http://www.weforum.org

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The World Economic Forum is an international institution committed to improving the state of the world through public-private cooperation in the spirit of global citizenship. It engages with 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 independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations (www.weforum.org).

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