

World Economic Forum on East Asia

Guidelines and General Information for Reporting Press

Seoul, Republic of Korea 18-19 June 2009

Implications of the Global Economic Crisis for East Asia

As the World Economic Forum on East Asia is a private meeting, we ask you to abide by the following guidelines. Members of the media who do not abide by these guidelines may lose their accreditation for this meeting and other World Economic Forum events.

Accreditation and Press Registration

- All reporting press and technical staff (cameramen/soundmen) who wish to cover the meeting must be accredited by the World Economic Forum. Please submit your press accreditation request at: www.weforummedia.org.
- **The deadline for press accreditation is Tuesday 9 June 2009.** No accreditation will be granted on the spot.
- Press registration will open on **Thursday 18 June** at the Press Registration Desk located in the lobby of the Grand Hyatt Seoul hotel.
- All accredited media will receive a confirmation e-mail with further information on the meeting.
- Upon registration, journalists will receive their personal security badge, the final programme and list of participants, as well as other relevant information.
- Security badges with photo will be issued at the Press Registration Desk and must be worn at all times during the meeting.
- Reporting press will receive an orange badge. Only one security badge will be issued per journalist. The badge is valid for the two days of the meeting: Thursday 18 June and Friday 19 June.
- Please note that **badges are not transferable or exchangeable.**
- Only international photo agencies will be granted accreditation for the meeting as pool photographers. No other photographer will be accredited.
- **IMPORTANT** – Members of the media who have been accredited as reporting press and are found taking photos or video filming any of the sessions (i.e. do not abide by these media guidelines) will lose their accreditation for this meeting and other World Economic Forum events.

Media Centre

- The Media Centre is located at the Patio (next to the Terrace Restaurant) of the Grand Hyatt Seoul (Lobby Level).
- Opening hours are: Thursday 18 June from 08.00 to 22.00 and Friday 19 June from 07.00 to 20.00.
- The Media Centre is equipped with telephones, wireless Internet connection, fax machines, modem sockets and power plugs. Local calls and limited international fax services will be provided courtesy of the World Economic Forum.
- Coffee, tea and soft drinks will be provided courtesy of the World Economic Forum.
- Programme updates, session summaries, speeches and press releases will be regularly distributed and available in the Media Centre. Press releases will also be made available online at: <http://www.weforum.org/media>.
- Please do not leave your belongings unattended in the Media Centre. The World Economic Forum will not be responsible for any lost items.

Access to Sessions

All Asia Forum/Plenary Sessions and the Closing Plenary Session are open to the reporting press and are on the record. Filming and recording are allowed in these sessions. Sessions taking place in the other rooms are working sessions and are reserved for participants only. Members of the reporting press do not have access to these sessions.

IMPORTANT – Further information related to the meeting will be available on our meeting homepage (<http://www.weforum.org/eastasia2009>). The media guidelines will be updated in the coming weeks.

Members of the media are requested to refrain from asking questions during the sessions. Questions should be saved for the press conferences.

Press Conferences

- The press conference schedule will be available at the Press Registration Desk and Media Centre, and will be updated regularly.
- The Press Conference room is located at the convention centre of the Grand Hyatt Seoul, in front of the Asia Forum room (Lobby Level).

Photographers and Television

- There will be fixed positions for television cameras and photographers during the plenary sessions.
- TV cameras and photographers should arrive 15 minutes prior to the start of these sessions to set up their equipment.
- Please bring a large/long zoom as the platforms for cameras will be set at the back of the plenary room.

Host Broadcaster

- Maeil Business Newspaper and TV (MBN) is the host broadcaster of this event. Feeds from sessions can be obtained from them.
- Pool Coverage of Plenary Sessions – Pool coverage is provided by the host broadcaster MBN on behalf of the World Economic Forum.
- MBN will cover all principal plenary sessions and provide live coverage with feeds in the media centre.
- While the World Economic Forum provides the pool signals from plenaries free of charge, a technical access fee for these services can be charged.
- For further information, please contact Mr Deok-Joo Lee, at Email: mrdjlee@mk.co.kr or Tel.: +82 (0)2 2000 2478 Mobile: +82 (0)10 2600 3628

Acknowledgement Policy

The World Economic Forum requests that its full name be mentioned in all reports related to the World Economic Forum on East Asia.

- **Print/Radio/Photo/Online Publications:** Any article, interview or photo derived from the meeting should mention the World Economic Forum on East Asia. Should you wish to create a link to the World Economic Forum's website, please contact website@weforum.org.
- **Television:** Any programme or interview derived from the meeting should mention the World Economic Forum or visibly display the Forum's logo. Should you need a copy of our logo or backdrop, please contact Lucy Jay-Kennedy, Media Manager (lucy.jaykennedy@weforum.org).
- **Tags**
Please use the official tag **Korea09** for any blog story, picture or video posted online from the World Economic Forum on East Asia. Twitter users kindly use the official hashtag **#Korea09** for all your tweets. The short URL to our website is www.tr.im/Korea09

Language

The official language of the World Economic Forum on East Asia is English. Simultaneous interpretation in Japanese, Korean and Mandarin Chinese will be provided in all sessions. Headphones will be available during these sessions. Please note that headphones do not function outside the meeting area and should be returned upon exiting the room so they can be recharged.

Dress Code

A business suit or smart casual wear is appropriate during the meeting.

Venue

Grand Hyatt Seoul
747-7 Hannan 2 Dong
Youngsan-Gu
Seoul 140-738, Republic of Korea
Tel.: +82 2 797 1234
Fax: +82 2 798 6953
Website: <http://seoul.grand.hyatt.com/hyatt/hotels/index.jsp>

For more information on the World Economic Forum on East Asia visit www.weforum.org/eastasia

For further information, please contact the World Economic Forum Media Team:

Lucy Jay-Kennedy
Media Manager
Tel.: +41 (0)22 869 1449
Mobile no. (as of 13 June): +82-10-8659-0264
E-mail: lucy.jaykennedy@weforum.org

Kai Bucher
Senior Media Manager
Tel: +41 (0)22 869 1377
Mobile no. (as of 13 June): +82-10-8659-0095
E-mail: kai.bucher@weforum.org

Howard Han (한희옥) – **Korean Contact person**
Account Executive
Ogilvy Public Relations Worldwide
Office: +82-2-513 1579
Fax: +82-2-513 1550
Cell: +82-10-5898 6796
E-mail: howard.han@ogilvy.com

Useful links to keep you updated during the World Economic Forum on East Asia

1. Everything about this year's World Economic Forum on East Asia:
<http://www.weforum.org/eastasia2009>
 2. In-depth interviews with key participants:
<http://www.weforum.org/eastasia2009/interviews>
 3. Summaries from the World Economic Forum on East Asia:
<http://www.weforum.org/eastasia2009/summaries>
(the website will be LIVE as of 18 June)
 4. Photos for the media:
<http://www.weforum.org/eastasia2009/photos>
 5. Befriend the Forum on MySpace:
<http://www.myspace.com/worldeconomicforum>
 6. Become a fan of the Forum on Facebook:
<http://www.facebook.com/worldeconomicforum>
 7. Webcasts of the plenary sessions:
<http://www.weforum.org/eastasia2009/webcasts>
 8. Key quotes from the meeting on Twitter:
<http://twitter.com/davos>
- Twitter users: Kindly use the hashtag **#Korea09** for all tweets about the event.
The short URL to our website is **<http://tr.im/Korea09>**
- The official tag is **Korea09**
9. Join the Davos Debates on East Asia
<http://www.youtube.com/Davos>
 10. Subscribe to our press releases here:
<http://www.weforum.org/pressreleases>

For more information on the World Economic Forum on East Asia visit www.weforum.org/eastasia