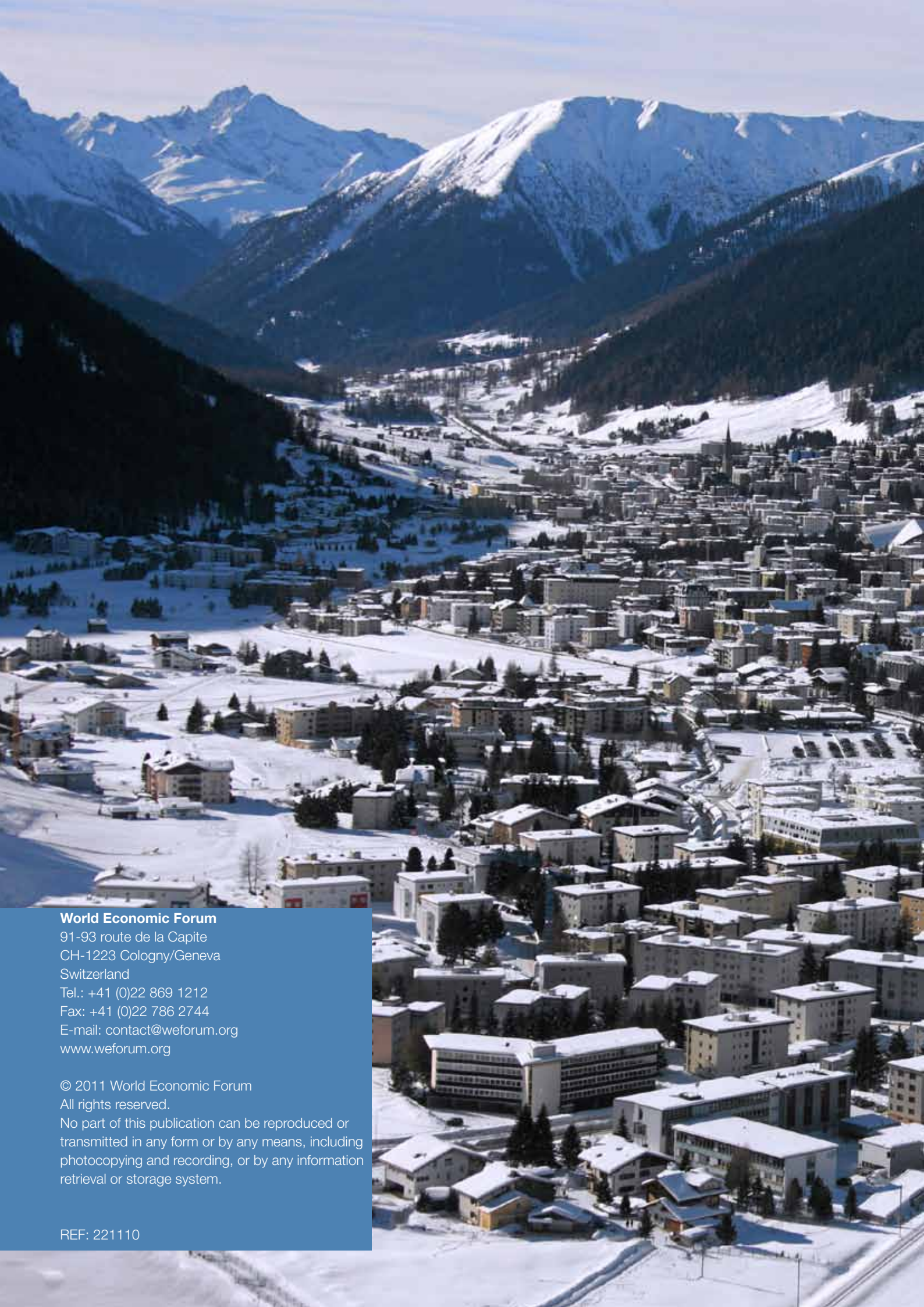


World Economic Forum Annual Meeting 2011

Useful
Information

Davos-Klosters, Switzerland 26-30 January



World Economic Forum

91-93 route de la Capite
CH-1223 Cologny/Geneva
Switzerland

Tel.: +41 (0)22 869 1212

Fax: +41 (0)22 786 2744

E-mail: contact@weforum.org

www.weforum.org

© 2011 World Economic Forum

All rights reserved.

No part of this publication can be reproduced or transmitted in any form or by any means, including photocopying and recording, or by any information retrieval or storage system.

REF: 221110

Useful Information about the World Economic Forum Annual Meeting 2011

This brochure is designed to help you prepare for, and get the most out of, your participation in the World Economic Forum Annual Meeting 2011 in Davos-Klosters, Switzerland, on **26-30 January**. We expect over **2,600** participants from different areas including business, government, civil society, academia and media, and more than **200** official sessions in the programme.

1. Before Leaving for Davos-Klosters	3
1.0 Facts about Davos and Klosters	3
1.0.1 Business Hours	3
1.0.2 Currency and Credit Cards	3
1.0.3 Electricity	3
1.0.4 Language	3
1.0.5 Temperature	3
1.0.6 Time	3
1.0.7 Tipping	3
1.1 Accommodation	3
1.2 Checklist	3
2. On Arrival	4
2.1 Arriving in Switzerland	4
2.1.1 Zurich-Kloten Airport	4
2.1.2 From Zurich to Davos-Klosters (and Davos-Klosters to Zurich)	4
2.2 Transportation within Davos-Klosters	5
2.3 Meeting Venue	6
2.3.1 On-site Registration	6
3. On-site Information	7
3.1 Sources of Information	7
3.1.1 Information Desks	7
3.1.2 Management Desk	7
3.1.3 Public Website (www.weforum.org)	7
3.1.4 Bulletin Board	7
3.1.5 Document Centre and Session Summaries	7
3.2 Around the Sessions	7
3.2.1 Programme Modifications	7
3.2.2 Interpretation	7
3.2.3 Forum Live Lounges	7
3.3 Additional Activities of the World Economic Forum	7
3.3.1 The World Economic Forum Risk Response Network	7
3.3.2 The Network of Global Agenda Councils (GAC)	8
3.3.3 Risk Officers Community	8
3.3.4 Risk Initiatives, Projects and Services	8
3.3.5 Forum Initiatives and the Centre for Global Competitiveness and Performance	8
3.3.6 Regional Activities	8

3.4 Media	8
3.4.1 Media Leaders and Reporting Press	8
3.4.2 Press Conferences	9
3.4.3 One-on-one Interviews	9
3.4.4 Media Facilities	9
3.4.5 Media Policy	9
3.5 Social Media	9
3.5.1 Social Media Corner	9
3.5.2 Twitter	9
3.5.3 Blogging	10
3.5.4 The Davos Debates	10
3.5.5 Webcasts	10
3.5.6 Facebook	10
3.5.7 Flickr	10
3.5.8 Foursquare	10
3.5.9 The Davos App	10
3.6 Arts and Culture	10
3.7 Open Forum 2011	10
4. Support Services	12
4.1 Logistics	12
4.2 Medical Services	12
4.3 Useful Numbers in Davos	12



1. Before Leaving for Davos-Klosters

1.0 Facts about Davos and Klosters

Davos is a mountain resort with a population of 13,000 nestled at 1,560 metres (5,118 feet) in the canton of Graubünden (also known to English speakers as the Grisons). Originally known as a health resort, Davos has been attracting avid skiers for decades and has gained new life as the venue of the World Economic Forum Annual Meeting.

The town is divided into Davos Platz and Davos Dorf, with the busier Platz being where most of the hotels and shops are, and the low-key Dorf where most of the locals reside. In between is the Congress Centre, the site of the World Economic Forum Annual Meeting.

Klosters lies at 1,206 metres (3,956 feet) and is only 14 kilometres (9 miles) from Davos. A drive from Klosters to the Congress Centre takes about 15 minutes.

1.0.1 Business Hours

Banks: Monday to Friday, 09.00 - 12.00 and 14.00 - 17.00
A cash dispenser (ATM) is available in the Congress Centre in the Cloakroom on the Promenade Level.

Post Offices: Monday to Friday, 08.30 - 18.15;
Saturday, 08.30 - 11.00

Shops: Monday to Friday, 08.30 - 12.00 and 14.00 - 18.30;
Saturday, 08.30 - 16.00; Sunday, mostly closed

1.0.2 Currency and Credit Cards

Swiss Francs (abbreviated "CHF" or sometimes "Sfr.")

Exchange Rate on 17.11.2010:

1 euro = CHF 1.33974

US\$ 1 = CHF 0.98165

Most shops, restaurants, hotels and mountain transport installations accept the following credit cards: American Express, Diners, Eurocard/Mastercard and Visa.

Currency exchange is available at the railway station, banks and hotels.

1.0.3 Electricity

220 V, 50 Hz

1.0.4 Language

German is the official language of Davos and Klosters. French, English and Italian are also widely spoken.

1.0.5 Temperature

Yearly average: 2.8°C (37.04°F)

During the Annual Meeting: from -4° C (24.8°F) to 1°C (33.8°F)

1.0.6 Time

Switzerland is one hour ahead of GMT/UTC.

1.0.7 Tipping

Gratuities in hotels, restaurants, hairdressers and taxis are included in the price.

1.1 Towards a Greener Davos

- **Consider joining the Davos Climate Alliance (DCA).** This initiative strives to make the World Economic Forum Annual Meeting 2011 in Davos carbon neutral. Through the Davos Climate Alliance, participants can compensate their personal carbon emissions by contributing to an offset programme, which invests in a project promoting climate friendly technology. This year's project plans to distribute 62,000 efficient cook stoves to rural households in communities adjacent to Kakamega Forest in western Kenya. The stoves have a cleaner burning process and, thus, decrease indoor air pollution and associated acute respiratory infections in women and children. Moreover, savings in burning unsustainably harvested fuel wood cut down CO2 emissions. **Please visit www.davosclimatealliance.org for more information.**

1.2 Checklist

- **Check that you have a valid passport and a visa if required. Do not forget to take it with you when you come to the Registration.** For information, contact your local Swiss consulate or embassy
- **Download Our Mobile Apps**
New for 2011 – In alignment with the paperless concept, participants with mobile devices will be able to download and install dedicated applications (apps) for the Annual Meeting 2011. These apps provide access to the programme, personal agenda and participant booklet on the move and even when offline. If you come to the Annual Meeting with your Android, BlackBerry, iPad, iPhone, iPod touch or Windows Phone 7 device, we strongly encourage you to visit www.weforum.org/apps as of January 2011 for full details on how to install the relevant app.
- **Bring plenty of business cards with you.**
- **Study the new layout of the Congress Centre and download it below**

[Congress Centre Map](#)



2. On Arrival

2.1 Arriving in Switzerland

We recommend you arrive at the Zurich-Kloten Airport, the nearest international airport – 160 kilometres (99 miles) to Davos-Klosters – www.zurich-airport.com

If you arrive by private jet, the closest airport is Samedan, Engadine located 66 kilometres from Davos-Klosters – www.engadin-airport.ch

Local airfield: Bad Ragaz

2.1.1 Zurich-Kloten Airport

After collecting your luggage at Zurich-Kloten Airport, go to the World Economic Forum Annual Meeting 2011 Welcome Desk located at Terminal 1 where a staff member will assist you with your transfer to Davos-Klosters – depending on where you are staying.

If you plan to spend a night in Zurich, we suggest that you make your own arrangements at the Hilton Zurich Airport, a 5-star hotel with a unique blend of elegance, comfort and personal service which offers special rates for participants. The hotel has 323 modern rooms in the categories Classic, Deluxe and Executive, as well as innovative concept rooms and suites, designed around the theme of relaxation.

Hilton Zurich Airport
Tel.: +41 (0)44 828 5050
Fax: +41 (0)44 828 5151
zurich@hilton.com

2.1.2. From Zurich to Davos-Klosters (and Davos-Klosters to Zurich)

The important way to lower emissions is to not only reduce overall traffic, but to restrict circulation to vehicles that fulfil environment friendly conditions. To support this initiative, the Forum will offer participants a comfortable alternative to getting to, from and around Davos and Klosters without the need of having their own car.

By Train

It will take about 2 hours 37 minutes to reach Davos by train from Zurich. There are train connections from Zurich's main station to Davos every hour between 06.00 and 21.30. Please check the timetable and other information on the official Swiss Federal Railways website (<http://www.sbb.ch>). Choose Zurich Flughafen (airport) or Zurich HB (city) as departure point and Davos Platz or Davos Dorf as destination. Many European cities can also be chosen as the departure point.

Zurich-Kloten Airport has its own underground railway station with train connections throughout Switzerland. The round trip fare from Zurich Airport to Klosters and Davos is just over CHF 186 (first class) and CHF 112 (second class). Reservations are not necessary.

Get further information at <http://www.sbb.ch>.

Train Connections in Switzerland:

- Zurich-Landquart-Davos: 2 hours 13 minutes
- Zurich Airport-Landquart-Davos: 2 hours 37 minutes
- Geneva-Zurich-Landquart-Davos: 5 hours 05 minutes
- Buchs SG-Landquart-Davos: 1 hour 49 minutes
- St Margrethen-Lanquart-Davos: 2 hours 22 minutes

Air travellers may also take advantage of the Fly & Rail Baggage Service where baggage may be deposited, after clearing customs in Zurich, at the railway counter in the station for direct transfer to Davos and Klosters. Using this service saves the passenger the trouble of carrying luggage when changing trains at Zurich's Main Station and Landquart. The Fly & Rail rate for luggage is CHF 20 per item.

By Shuttle Bus (free of charge)

A special complimentary bus service is operated exclusively for Annual Meeting participants from Zurich-Kloten Airport to Klosters and Davos, and back to Zurich-Kloten Airport, according to published schedules. In Davos, the bus will stop at Registration so you can collect your badge before heading to your hotel.

The 160-kilometre trip takes about 2½ hours.

More information will be available from the Annual Meeting 2011 Welcome Desk (Zurich-Kloten Airport Arrival at Terminal 1) where you can check in for this complimentary service.

From Zurich-Kloten Airport to Davos-Klosters
Tuesday 25 January and Wednesday 26 January: 07.00 - 23.00 every hour on the hour
Thursday 27 January: 07.00 - 13.00 every hour on the hour

From Davos Shuttle Hub to Zurich-Kloten Airport
Sunday 30 January: 05.00 - 18.00 every hour on the hour
Monday 31 January: 05.00 - 12.00 every hour on the hour

From Klosters Hotels to Zurich-Kloten Airport
Sunday 30 January: 05.15 - 18.15 every hour at 15 minutes past the hour
Monday 31 January: 05.15 - 12.15 every hour at 15 minutes past the hour

If you would like to leave Davos directly from the Congress Centre on Sunday without going back to your hotel, you can store your luggage at the Forum Shuttle Hub where a Luggage Storage Service will be available.



By Car

It will take about 2 hours (160 kilometres) to get to Davos by car from Zurich depending on the weather conditions. From Zurich-Kloten Airport: take A51 to Zurich and look for the road signs to Chur (Expressway A), take Exit "Landquart-Davos" and follow road signs to Davos. For more details or for other starting points, browse on www.mappy.com (use "Kloten" as the starting point for the International Airport).

At the World Economic Forum Annual Meeting 2011, the Forum will pursue the initiative introduced last year. The "Towards a Greener Davos" initiative aims to lower the amount of pollutants released into the environment by the over 2,500 participants and staff travelling from Zurich to and within Davos and Klosters. This initiative further advances the Forum's mission of "improving the state of the world".

Vehicles arriving in Davos will be required to meet the emission standards listed below, which were agreed by the Forum and the town of Davos. Vehicles unable to meet these standards will not be able to access the security zones around the Congress Centre or the Hotels Belvedere and Seehof.

The emission standards are:

Maximum emission of CO₂: 200 g/km

Maximum use of fuel: 9 l/100 km

Maximum energy class: D

2.2 Transportation within Davos-Klosters

Distances between the different venues in Davos are quite short and in most cases you can walk to them. A regular public bus service operates in Davos, as well as a train between Davos and Klosters. In addition, the Forum Shuttle Service operates in Davos and between Davos and Klosters. It stops at most venues and hotels. Taxi or rental cars/limousines are also available.

New Forum Shuttle Hub

This year, the main Forum Shuttle Hub will be located at the new entrance "Main Entrance" of the Congress Centre, on Talstrasse.

From there, the Forum Shuttles will depart and this service will cover the entire Davos and Klosters area. There are regular stop throughout Davos and in Klosters.

The Davos Public Transportation network is free of charge upon presentation of a participant's badge.

Shuttles within Davos

Day	Schedule	Itinerary
Tuesday 25 January	12.00 - 00.00 (every 10 minutes)	from hotels to Congress Centre and Registration Area
Wednesday 26 January	06.00 - 01.00 (every 10 minutes)	from hotels to Congress Centre and Registration Area
Thursday 27 January	06.00 - 01.00 (every 10 minutes)	from hotels to Congress Centre and Registration Area
Friday 28 January	06.00 - 01.00 (every 10 minutes)	from hotels to Congress Centre and Registration Area
Saturday 29 January	06.00 - 01.00 (every 10 minutes)	from hotels to Congress Centre and Registration Area
Sunday 30 January	06.00 - 16.00 (every 10 minutes)	from hotels to Congress Centre and Registration Area

Shuttles from/to Klosters

Day	Schedule	Itinerary
Tuesday 25 January	07.30 - 00.00 (every 20 minutes)	from hotels to Congress Centre and Registration Area
Wednesday 26 January	06.00 - 01.00 (every 20 minutes)	from hotels to Congress Centre and Registration Area
Thursday 27 January	06.00 - 01.00 (every 20 minutes)	from hotels to Congress Centre and Registration Area
Friday 28 January	06.00 - 01.00 (every 20 minutes)	from hotels to Congress Centre and Registration Area
Saturday 29 January	06.00 - 01.00 (every 20 minutes)	from hotels to Congress Centre and Registration Area
Sunday 30 January	06.00 - 16.00 (every 20 minutes)	from hotels to Congress Centre and Registration Area



Transfer between Klosters and Davos takes approximately 25 minutes.

Depending on the traffic around and in Davos, scheduled shuttle service may be affected.

A train operates throughout the day between Klosters and Davos. For exact departure times, see the timetable available at each railway station. This transfer is free of charge upon presentation of the guest card available at your hotel.

Transportation Hotline: +41 (0)79 817 0400, available as of Monday 10 January 2011

2.3 Meeting Venue

The World Economic Forum Annual Meeting 2011 will take place in the:

Davos Congress Centre
 Promenade 92
 7270 Davos Platz
 Tel. +41 (0)81 415 2160
 Fax +41 (0)81 415 2169
www.davos.ch

2.3.1 On-site Registration

Please note the new location of registration this year

Registration is located on **Kurgartenstrasse**. Upon your arrival in Davos from the airport by shuttle, the bus will stop at Registration so you can collect your badge before heading to your hotel. Shuttles will run between Registration and the Congress Centre.

If you have not collected your badge upon your arrival in Davos, you can do so once you have settled into your hotel. You can take one of the shuttle buses to Registration to collect your badge and other materials.

It is extremely important that you remember to bring along your passport identity card when you come to the Registration Area.

Registration opening hours:

Tuesday 25 January	14.00 - 21.00
Wednesday 26 January	07.30 - 20.00
Thursday 27 January	07.30 - 20.00
Friday 28 January	07.30 - 20.00
Saturday 29 January	07.30 - 20.00
Sunday 30 January	08.30 - 12.30

At registration you will receive:

- **Your badge.** The badge is a personalized smart card with your name and picture, and serves in combination with the integrated microprocessor as the security token. It allows you to enter the Congress Centre, to access your mail account and agenda in the Kiosk system. You will be requested to wear it visibly throughout the Meeting to have access to all the activities; it will also facilitate contacts.
- **Your Annual Meeting bag** that contains the Programme, Participants Booklet, Arts and Culture Brochure and other important information. Remember to place your business card in the outside slot of the bag so that it can be easily identified.



3. On-site Information

3.1 Sources of Information

3.1.1 Information Desks

Throughout the Congress Centre, World Economic Forum staff members at Information Desks can answer any questions you might have regarding the programme or the venue.

3.1.2 Management Desk

Receptionists at the Management Desk in the Congress Centre will be glad to answer any specific question you might have or help you contact a World Economic Forum staff member. You can also call the Management Desk as of 23 January at the following number: +41 (0)22 787 3100.

For objects lost and found in the Congress Centre, you can also ask at this desk.

For objects lost or found outside the Congress Centre, call +41 (0)81 414 3310 or go to Berglistutz 1, Davos Platz.

3.1.3 Public Website (www.weforum.org)

Colleagues, family and friends often ask our participants about their participation in the Annual Meeting. Their curiosity can be addressed on our public website, which is once again dedicated to public engagement on the topics discussed at the Annual Meeting. Visitors to the website can view webcasts and photos, benefit from links to outside coverage and review the major outcomes of each day. Additionally, the website provides an overview of Forum activities including public-private partnerships, research and activities including the knowledge captured at past Forum events.

3.1.4 Bulletin Board

A set of plasma screens displays relevant programme information, including updates (modifications) of the programme, “newsworthy” quotes of panellists, insights of the day and headline news from leading international newspapers.

3.1.5 Document Centre and Session Summaries

Publications and documents produced by the World Economic Forum are available at the Document Centre on the Promenade Entry Level in the Congress Centre. Participants can find the following at this centre:

- General Information on the Forum
- Industry Reports
- Initiative Reports
- Regional Reports and information on upcoming activities
- Session summaries
- Speeches

This year, to move towards a “Greener Davos”, the Document Centre is “paperless”. All documents are available in electronic format through dedicated tablet computers. Electronic documents are available in PDF format for e-mailing or downloaded to USB flash drives. Hard copies of documents are available on request.

Sessions summaries bring out the key issues, trends and news items discussed in the sessions of the Meeting. Summary writers cover most of the sessions of the Annual Meeting. Summaries are distributed from the Document Centre electronically, and are available in hard copy from dedicated printing posts. They are posted on the World Economic Forum’s website (www.weforum.org/annualmeeting) as soon as they are available as well as on all Kiosk stations.

3.2 Around the Sessions

3.2.1 Programme Modifications

You can always find the latest version of the programme on the Kiosks or online. Programme modifications are displayed on the Kiosks and the Bulletin Boards. In alignment with the paperless concept, pink programme modifications sheets will no longer be printed.

3.2.2 Interpretation

The official languages of the Annual Meeting are English, French, German, Spanish, Russian, Japanese, Chinese and Arabic. All plenary sessions are interpreted in the official languages. Interpretation for sessions is indicated in the final programme, which you receive at Registration. There is no interpretation over meals.

3.2.3 Forum Live Lounges

Plenary sessions are transmitted live in high definition format (HDTV) at the following hotels: Kongress Hotel, Turmhotel Victoria and Morosani Schweizerhof (in Davos) and Hotel Silvretta (in Klosters). Please note free Internet access is also provided in the Forum Live Lounges.

3.3 Additional Activities of the World Economic Forum

3.3.1 The World Economic Forum Risk Response Network

In the year ahead, the World Economic Forum is embarking on an ambitious undertaking: the creation of a new platform that enables leading decision-makers around the world to collectively pool their knowledge, share best practices and better respond to the most challenging risks they face. This new platform, the Risk Response Network, will build on the Forum’s existing activities and communities such as our Global Agenda Councils to contribute their expertise; it will create a new community of executives



committed to proactively managing risk and capturing related opportunities; and will develop a set of risk-related tools and processes to enable decision-makers to not only better understand key risks in depth, but to also respond to them proactively and mobilize quickly in times of crisis.

3.3.2 The Network of Global Agenda Councils

A core part of the Risk Response Network will be our Global Agenda Councils (GACs). Each Global Agenda Council is a multistakeholder group of 15 to 20 innovative and relevant experts who meet four times a year (three virtual meetings and one physical meeting, the Summit on the Global Agenda) to monitor important developments and to collaboratively work towards advancing knowledge and exploring solutions to the most important global challenges. With 72 active Global Agenda Councils at this time, the Network of Global Agenda Councils enables over 1,200 Members to explore interlinkages across the network and to consider innovative interdisciplinary approaches. These councils will be key contributors to the Risk Response Network, providing their knowledge and insights to enhance its knowledge base; contributing to particular projects and initiatives; and serving as an active resource which can be deployed on short notice to better understand and address urgent risks. More information about the Network of Global Agenda Councils is available in the lounge of the Network of Global Agenda Councils located on the Lower Level, where staff is available to answer any questions you might have

3.3.3. Risk Officers Community

Another key element of the Risk Response Network will be the creation of a new community of Risk Officers drawn from both the private and public sectors. The private sector leaders will not be the traditional Chief Risk Officers aligned narrowly on particular types of business-specific risks, but rather a group of senior executives actively focused on the breadth of enterprise-level external risks facing their institutions. The public sector leaders will include Country Risk Officers, often cabinet-level officials from their governments or analogous representatives from key international organizations. Together, the community's members will define the agenda of pressing challenges they would like to better understand, be ready for mobilization in the event of crises and oversee an active portfolio of initiatives allowing them to take action against particular areas. As a sample of the types of topics and themes we have in mind for this community, we have devoted the Risk Response Room on the Middle Level of the Congress Centre to risk-related sessions of the Annual Meeting. We invite you to join some of these sessions and will have staff available before and after them to answer any questions on the Risk Officer Community

3.3.4 Risk Initiatives, Projects and Services

Without the proper frameworks in place, current mechanisms for managing risk and capturing related opportunities will fail to improve our aggregate global resilience in the face of inevitable challenges. To enhance the Risk Response Network, the Forum plans to develop a new set of initiatives, products and services to help global leaders work towards long-term solutions while managing more immediate challenges. These new efforts will build on our existing expertise in scenario planning and risk modelling, and will include a platform for leaders to exchange best practices on the operational elements of risk management; continued improvements to our Global Risk Report; and the development of real-time analytic tools to assist decision-makers. You can find information on these initiatives at the Risk Response Network Desk on the Lower Level, where Forum staff members will be pleased to update you on the latest related initiatives.

3.3.5 Forum Initiatives and the Centre for Global Competitiveness and Performance

You can find information on Forum initiatives and the Centre for Global Competitiveness and Performance on the Lower Level, where Forum staff members will be pleased to update you.

3.3.6 Regional Activities

Information on the Forum's regional activities (and, in particular, details on 2011 events) is available at the Global Village situated on the Middle Entry Level.

3.4 Media

3.4.1 Media Leaders and Reporting Press

The World Economic Forum hosts two main types of media representatives: Media Leaders and Reporting Press.

Media Leaders range from publisher, editor-in-chief of an international media organization to the editor-in-chief, editor or columnist of a national or regional media organization. Media Leaders have full participant status. They wear white badges on which "media" is written. Media Leaders are considered experts and have active roles in sessions, but are expected to abide by the off-the-record nature of some of the sessions.

The Reporting Press includes reporters, foreign correspondents, news agency journalists and broadcast journalists who are at the Annual Meeting to report. They have full access to all the public sessions but not to the off-the-record sessions. In addition, while they have access to all the public areas of the Congress Centre, some participants' areas are restricted. They do however have access to the Media Centre and all other facilities of essence for their work.



3.4.2 Press Conferences

There are many possibilities to secure access to the media during the Annual Meeting. The Forum's Media Team arranges press conferences of newsworthy and relevant topics with participants such as business leaders, public figures, scientists, NGO representatives and academics for journalists covering the Meeting. The press conference room is located in the Congress Centre.

3.4.3 One-on-one Interviews

As reporting press has access to the electronic messaging system on the Kiosks, they might contact participants to arrange one-on-one interviews. You are free to reply to any requests you wish, but you are not obliged. Do not hesitate to contact the Media Team of the World Economic Forum to secure access to media and for help in the coordination of interviews or meetings.

3.4.4 Media Facilities

The Media Centre includes the following services and activities for the press:

- Opening hours from 08.00 to 22.00
- Access to Kiosks for contact with participants
- Simultaneous transmission of selected sessions
- Press conferences
- TV studio, live stand-up positions and an interview room

The Media Team also organizes a special programme for media which gives journalists the occasion to meet top-level participants.

3.4.5 Media Policy

Press opportunities should conform to the overall non-commercial goals of the Forum and remain within the spirit of the World Economic Forum's mission. As an internal policy, the Forum does not release lists of the media or journalists participating in the Annual Meeting.

Other activities taking place outside the Congress Centre, such as private events and meals, are not accessible to reporting press and are off the record. No recording devices are allowed in these sessions. Reporting press can only take part if specifically authorized by the World Economic Forum's Media Team.

Please coordinate all your communication efforts with the Communications Department: contact Fon Mathuros by e-mail at fmathuro@weforum.org.

3.5 Social Media

The World Economic Forum Annual Meeting 2011 will once again make full use of online collaboration on major social networks.

3.5.1 Social Media Corner

The key innovation this year is the special **Social Media Corner** located on the Middle Entry Level in the Congress Centre which will serve as the central social hub to reach out to the general public and to discuss a range of topics on the official theme of "Shared Norms for the New Reality".

The Social Media Corner will have two video stations to upload videos to the **Davos Debates on YouTube** (<http://youtube.com/Davos>). Please feel free to use the video corner to video blog your impressions of the Annual Meeting or 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 corner will also feature a special Facebook area where we will conduct live interviews with participants and stream them on the Forum's Facebook fan page (<http://facebook.com/worldeconomicforum>).

And, finally, the Social Media Corner will have a **Twitter wall** displaying the tweets of the participants in Davos (<http://twitter.com/Davos/WEF2011>) as well as a **Flickr gallery** with the best pictures shot by our official photographers (<http://flickr.com/worldeconomicforum>).

The Social Media Corner will be on the Middle Entry Level in the Congress Centre. Forum staff members will be available at the video booth from 08.00 to 20.00 to help you tape and upload your video comments, upload pictures to Flickr or update your Facebook status.

3.5.2 Twitter

Please let us know if you are tweeting from the Annual Meeting so that we can add you to the official Twitter list (<http://twitter.com/Davos/WEF2011>). We invite you to follow the World Economic Forum on Twitter [@Davos](https://twitter.com/Davos) as well as our live tweet account [@WEF](https://twitter.com/WEF) where we tweet key quotes from public plenary sessions and where most of the Twitter chatter will happen. You should also follow our communities: [@SchwabFound](https://twitter.com/SchwabFound) [@TechPioneers](https://twitter.com/TechPioneers) and [@YGLVoices](https://twitter.com/YGLVoices).

The official hashtag of the Annual Meeting 2011 is **#WEF**. Please use this hashtag in all your tweets about the meeting.

There might be other session-specific hashtags which will be communicated by the moderator to capture the audience's reaction on a specific topic. Also, feel free to use the short URL to the Forum's meeting website which is <http://sn.im/Davos11>.



Chinese speakers will be happy to know that we will tweet key quotes from Davos on the Sina microblogging site: <http://t.sina.com.cn/davos>.

3.5.3 Blogging

If you are blogging from the Annual Meeting, please let us know your **blog address** and the **RSS feed** so that we can add it to the blog roll on the Forum blog (<http://www.forumblog.org>) and aggregate it in the Davos Conversation (<http://www.davosconversation.org>).

Selected participants will also be invited to guest blog on the Forum blog. Please let us know if you want to be considered. Use the official tag WEF for all your posts about the Annual Meeting.

3.5.4 The Davos Debates

As in the past year, the Forum will reach out to the YouTube community and invite one representative to participate in the Annual Meeting. This year we want to discuss with the public the issue of inclusive growth. The winner, to be chosen in early January, will join the participants at the Annual Meeting and be part of a special panel.

We would like you to take a look at the video contributions on the Davos channel (<http://youtube.com/davos>) and invite you to reply directly with a video to the submissions from the general public. In Davos you can record your video, which will only take a minute or two, at the Social Media Corner on the Middle Entry Level in the Congress Centre.

3.5.5 Webcasts

All **plenary sessions** of the Annual Meeting will be webcast live at <http://www.weforum.org/videos>. The videos will also be available in HD for download on our website and can be watched on demand on the Forum's YouTube channel <http://youtube.com/worldeconomicforum>. The videos will also be made available in Chinese on Youku: http://u.youku.com/user_show/uid_davos.

All **press conferences** will be live streamed on Livestream (<http://livestream.com/worldeconomicforum01>) allowing anyone online to field questions directly to the panellists.

3.5.6 Facebook

In selected sessions, we will tap into the collective wisdom of the online population through the use of "**pulses**", quick polls on Facebook. The pulses allow us to capture the opinion of several thousand Facebook users in a matter of minutes. Their views will be fed back into the panel discussion at specific sessions.

If you are on Facebook we would like you to become a fan

of the Forum at <http://facebook.com/worldeconomicforum>. At the Social Media Corner we will also conduct live interviews with selected participants; the interviews will be streamed on our Facebook page.

3.5.7 Flickr

The best pictures taken at the Annual Meeting will be made available free of charge under a creative commons licence on Flickr <http://www.weforum.org/photos>. All photos from the Annual Meeting can also be accessed from WELCOM.

If you are using Flickr we invite you to join the Davos group where we would like to share pictures taken by our participants: <http://www.flickr.com/groups/davos/>.

3.5.8 Foursquare

We have plotted the Congress Centre as well as the key hotels on Foursquare (<http://foursquare.com/venue/737796>) making it easier for our participants to check-in on this new geo-location social network. Simply scan the QR code to check in.

3.5.9 The Davos App

The public programme, the session videos, the blog posts, the photos, the tweets and the twitter lists will also be available on the Davos App, the mobile application for the Annual Meeting 2011. Go to <http://www.weforum.org/apps> as of January 2011 for full details on how to install the relevant application.



3.6 Arts and Culture

The cultural programme is an integral part of the Forum's official programme, intended to explore the ways in which various forms of art influence our societies and challenge our perspectives with out-of-the-box thinking, and the role of artists and cultural leaders in improving the state of the world. An Arts and Culture brochure (distributed in the participant's bag you receive at Registration) highlights sessions related to arts and culture in the official programme and features a list of participating cultural leaders, including the 2011 Crystal Award winners, as well as information about the special art exhibition in the Congress Centre.

3.7 Open Forum 2011

During the World Economic Forum Annual Meeting, the Federation of Swiss Protestant Churches and the Forum will co-organize discussions at the Open Forum for the general public. These events will be held in conjunction with the World Economic Forum Annual Meeting 2011. The Open Forum was first organized in 2003.

In 2011, the sessions of the Open Forum will once again



help participants to share their opinion on major world problems, by addressing the following topics:

Thursday 27 January

12.20 - 12.30 Introducing the Open Forum

12.30 - 14.00 Euro Grounding?

19.00 - 20.30 Has the West Failed in Afghanistan?

Friday 28 January

12.30 - 14.00 Can We Fight Corruption?

19.00 - 20.30 Does Faith Need Religious Institution?

Saturday 29 January

12.30 - 14.00 Sport: Bread and Games, Power and Money?

15.30 - 17.00 Burnout – The Latest Fashion?

Sessions of the Open Forum take place at the **Swiss Alpine High School (SAMD)** located on Guggenbachstrasse 3, 7270 Davos Platz. A public bus is at your disposal and the bus stop is Postplatz.



4. Support Services

4.1 Logistics

PublicisLive, a subsidiary of Publicis Group, is the official logistics and production provider of the World Economic Forum. The PublicisLive Desk is located in the hospitality area on the Middle Entry Level of the Congress Centre.

4.2 Medical Services

Doctors and the medical emergency response team (MERT) are available inside the Congress Centre on a permanent basis on the Lower Level.

4.3 Useful Numbers in Davos

The country code for Switzerland is 41. To call Switzerland from abroad, drop the initial zero from the area code; e.g., for Davos dial 41 81 preceded by the overseas access code of the country you are calling from. The overseas access code from Switzerland is 00.

Please dial entire regional prefix code (081 for Davos) if you are in Davos or elsewhere in Switzerland.

World Economic Forum

Congress Centre
Promenade 92, 7270 Davos Platz
Tel.: +41 (0)22 787 3100 as of 25 January 2011
annualmeeting@weforum.org

Tourism Office

info@davos.ch www.davos.ch
Tel.: +41 (0)81 415 2121

National & International Directory Inquiries

Tel.: 1811

Rescue and Ambulance Service

Tel.: 144

Hospital Davos

Christian Ryf, Medical Director
Promenade 4, 7270 Davos Platz
Tel.: +41 (0)81 414 8888
www.spitaldavos.ch

Chemists

Amavita Fluela Apotheke, Davos Dorf
Amavita Kongress Apotheke, Davos Platz
Tel.: +41 (0)58 851 3225
Tel.: +41 (0)58 851 3207

General Doctors

Dr Ch. Buol

Promenade 41, Davos Platz
Tel.: +41 (0)81 413 1243

Dr P. Flury

Promenade 33A, Davos Platz
Tel.: +41 (0)81 413 7128

Dr H.J. Gehring

Promenade 41, Davos Platz
el.: +41 (0)81 413 1243

Dr B. Ulrich

Promenade 33A, Davos Platz
Tel.: +41 (0)81 413 7128

Dr M. Näser

Hertistrasse 1, Davos Platz
Tel.: +41 (0)81 416 5520

Dentists

Dr A. Bader

Promenade 41, Davos Platz
Tel.: +41 (0)81 413 3430

Dr Th. Spielmann

Promenade 134, Davos Dorf
Tel.: +41 (0)81 416 2288

Dr Ch. Taufenecker

Talstrasse 42D, Davos Platz
Tel.: +41 (0)81 410 0770

Dr U. Florin

Hintere Gasse 4B, Davos Platz
Tel.: +41 (0)81 420 8888

Dr B. Radelow

Promenade 93, Davos Platz
Tel.: +41 (0)81 413 1000

Dr. M. Keller

Promenade 144, Davos Dorf
Tel.: +41 (0)81 416 4444

Lost and Found

Berglistutz 1, Davos Platz
Tel.: +41 (0)81 414 3310



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

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)