

## World Economic Forum Annual Meeting 2012

### New Media Initiatives

Davos-Klosters, Switzerland 25-29 January

The Annual Meeting 2012 will make full use of online collaboration on major social networks. For questions about leveraging social networks in Davos contact Matthias Lufkens [matthias.lufkens@weforum.org](mailto:matthias.lufkens@weforum.org) @Lufkens @Davos @WEF



#### Social Media Corner

The legendary **Social Media Corner** in the Congress Centre will serve as the central social hub to reach out to the general public and discuss a range of topics on the official theme “*The Great Transformation: Shaping New Models*”. Here, we encourage participants to engage in live interviews on [Facebook](#) and/or [Google Plus](#), and respond to questions submitted through [YouTube](#) and [Facebook](#).

#### Ask a Leader

The Social Media Corner will have two video stations to upload video responses to the [Ask a Leader](#) series (<http://wef.ch/askaleader>) on [YouTube](#) (<http://youtube.com/Davos>). We encourage participants to use the video corner to share their impressions from the Annual Meeting or to reply to questions and videos submitted by the YouTube community.

#### Google+ Hang-outs

At the video corner we will also organize “hang-outs”, live video Q&As on Google+ giving the general public the rare opportunity to “hang out” and interact with world leaders on the Forum’s Google+ page <http://wef.ch/Gplus>.

#### Davos Live

The Social Media Corner will also feature a special Facebook studio where we will conduct live interviews with participants streamed live on the Forum’s [Facebook fan page](#) (<http://facebook.com/worldeconomicforum>). In 2011, 177.000 viewers watched Randi Zuckerberg chat with participants including former United Kingdom Prime Minister Tony Blair, Senator John Kerry and author Paolo Coelho.



#### Co-Chair Interviews

Selected co-chairs and partners are invited to share their thoughts on the theme of the meeting *The Great Transformation: Shaping New Models* in a short, three-minute, unbranded video interview. These videos will be uploaded ahead of the Meeting to the Forum’s [YouTube channel](#): <http://wef.ch/interviews>.

#### Twitter

The Forum has compiled an official [Twitter list](#) including all the participants active on the microblogging service (<http://twitter.com/Davos/Davos2012>). There is also a special media list with the accounts of the key journalists present (<http://twitter.com/Davos/WEFmedia>). The tweets from the official Twitter list will be displayed on the official Twitter wall at the Social Media Corner (<http://wef.ch/twitterwall>).

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, pictures 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 in Chinese on [Sina Weibo](#) (<http://wef.ch/weibo>). Please don’t forget to indicate your Twitter handle during the online registration to be included on the official Twitter list.

## Blogging

Selected participants will be invited to guest blog on the Forum blog (<http://www.forumblog.org>). We will aggregate all blog posts from the Annual Meeting 2012 in the [Davos Conversation](http://www.davosconversation.org) (<http://www.davosconversation.org>).

## Flickr

A selection of the best pictures taken at the Annual Meeting will be made available free of charge under the creative commons licence (cc-by-sa) on Flickr (<http://wef.ch/pix>). All photos from the Annual Meeting are also available from our official photographers, Swiss-Image.ch (<http://wef.ch/pics>). A photo gallery with the best pictures will be displayed on a screen in the Social Media Corner.

Pictures from participants taken with their mobiles phones can be viewed here <http://davos.sharypic.com>



## Facebook

At the Social Media Corner, we will conduct live interviews with selected participants that will be streamed on our [Facebook page](http://facebook.com/worldeconomicforum) (<http://facebook.com/worldeconomicforum>).

In selected sessions, we will also tap into the collective wisdom of the online population through the use of “**pulses**”, quick polls on Facebook.

## Geo-location Services

We have plotted the [Congress Centre](#) as well as the key hotels in Davos on [Foursquare](https://foursquare.com/wef/list/davos/) (<https://foursquare.com/wef/list/davos/>) and on [Facebook Places](#) making it easier for our participants to check-in on the geo-location services.



## Webcasts

During the Annual Meeting we will webcast live all official [plenary sessions](#) (<http://wef.ch/live>), the [press conferences](#) (<http://wef.ch/live01>) and the 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 to the panellists.

Immediately after each session the videos will be available on our website (<http://www.weforum.org/videos>) 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>).

## The Davos Apps

The official programme, session videos, blog posts, photos, tweets and Twitter lists will also be available on the Davos App, the public mobile application for the Annual Meeting 2012 available on iPhone and Android mobile phones <http://wef.ch/apps>.

