



## FACT SHEET

**One Young World** – a premier event for young leaders in their 20s – is coming to the United States and to Pittsburgh. The Summit serves as a platform for leadership development and networking, giving these young leaders a voice. It is modeled after the prestigious, annual World Economic Forum, held in Davos, Switzerland. At One Young World, young leaders from around the world discuss and debate the issues addressed daily by government, business, and academic leaders.

To inspire the delegates and facilitate plenary presentations and floor discussion, notable leaders like Huffington Post founder and CEO Arianna Huffington, chef, broadcaster and campaigner Jamie Oliver, activist and musician Bob Geldof, author Fatima Bhutto and others serve as counselors at the Summit.

The inaugural One Young World Summit was held in London in February 2010. There were 853 delegates from 114 countries at this first summit. In Zurich in September of 2011, there were 1,200 delegates from over 160 countries. The momentum continues with an expected 1,500 delegates for the 2012 One Young World Summit in Pittsburgh.

Many companies and organizations support and send delegates to One Young World. Last year, there were 362 sponsoring companies. So far this year local companies including Alcoa, Bayer, Heinz, and PNC have committed to sending delegates. Other top international companies – including Bank of America, Facebook, Google, Hewlett Packard, Johnson & Johnson, Microsoft, Nokia, PricewaterhouseCoopers, Siemens, and Unilever – will also be represented.

The Summit opens with an inspiring Opening Ceremony the first evening. Plenary sessions start the next morning and continue throughout the event. Based on a delegate survey results, plenary topics are selected. Each plenary session lasts approximately two hours for delegate ambassador presentations, Q&A with counselors, and counselor-facilitated questions from delegates on the floor. Following discussion and debate, delegates create and pass resolutions that serve as the foundation for special projects they develop once they return home.

One Young World attracts the global news media. Media outlets from many countries have covered the Summit, the counselors, and stories about the delegates. Because our target demographic uses social media extensively, it is a central part of the One Young World communications effort. Bloggers and online media cover the Summit – and delegates are big users of social media throughout the Summit, as they post their thoughts on plenary sessions, delegate presenters, counselors, and floor discussion.

One Young World is well on its way to being more than an event that delegates attend and then go home. Delegates are encouraged to take what they learn, and leverage the relationships they've initiated – by bringing new social business ideas to their respective businesses or by starting new ones. There are more than 150 projects underway today.

To find out more about One Young World, visit: <http://www.oneyoungworld.com>.