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**Worldwebforum announces impactful
changes to its annual conference and content sharing formats.**

January 16, Zurich — Worldwebforum 2020 opened with powerful announcements from its organizers.

The conference which began as a 15-member user group has grown exponentially since 2008 and has evolved every 4 years. The next phase for Worldwebforum follows a double-pronged growth strategy:

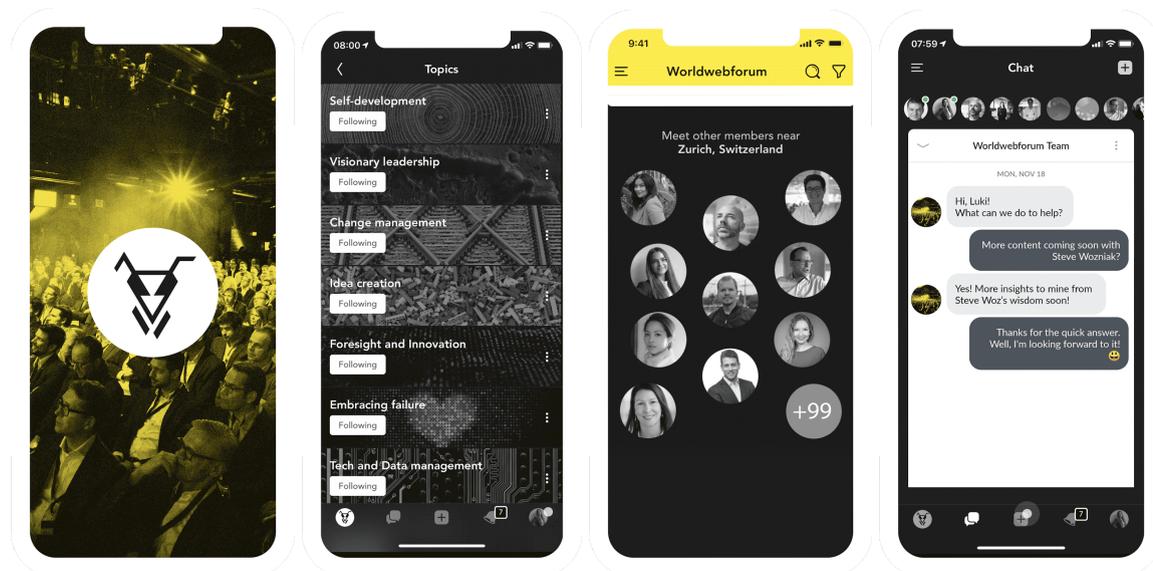
Their next leadership conference will be moving away from the vast exhibition space Stage One and into an unconventional rock concert location in central Zurich, with a greater emphasis on fostering it's exclusive executive community.

Worldwebforum additionally announced today that they are extending the Worldwebforum model throughout the year by launching an interactive, owned digital platform.

"We have invested in a skilled editorial team with credentials from Entrepreneur and Preview magazines, to create content with mass appeal and relevance to people who wish to be leaders of the next generation. It will feature interviews and knowledge sharing from our hundreds of speakers and leaders of innovation including Steve Wozniak, co-founder of Apple; Ed Catmull, Founder Pixar; Marian Goodell, CEO Burning Man; James Monsees, co-founder and CPO Juul; Brittany Kaiser, former Cambridge Analytica whistleblower and many more." says Worldwebforum CEO and Founder, Fabian Hediger.

The new platform will also invite participation with interactive polls, discussion forums, webinars and live chats with featured experts.

This fusion of on-site and on-the-go platforms is poised to achieve the goal of empowering radical change from all touchpoints, by all people who share affinity with the Worldwebforum movement to create positive impact for future generations.



Empowering Radical Change

The goal of the Worldwebforum app is to continue to foster radical ideas and successful collaborations throughout the years and regardless of the distance between participants.

Gina Bianchini, CEO of Mighty Networks in Palo Alto, is thrilled for Worldwebforum's online community launch, "I was blown away by the global community that Worldwebforum has brought together and what is possible now that it is taking the magic that happens at the Worldwebforum (conference) and translating it into a global online community where we can connect with the people who are going to be the most interesting and the most inspiring."

About Worldwebforum App

Worldwebforum app is a melting pot of stories from leadership rockstars who come together to empower radical change by teaching driven executives how to become a better leader.

The Worldwebforum app is available to download now on Google Play and Apple App store.

ABOUT WORLDWEBFORUM:

Over the past seven years, Worldwebforum in Zurich has developed into a meeting place for decision-makers who create sustainable value in entrepreneurially managed companies.

Thanks to close relationships with leaders in Silicon Valley, China, Europe and top academics globally, Worldwebforum brings together the most progressive minds with the aim of empowering radical change in the world. The annual meeting in Zurich convenes influential speakers such as Steve Wozniak, Co-founder of Apple, Jay Simons, President of Atlassian, Tim Berners-Lee, Inventor of the World Wide Web, Ed Catmull, Founder of Pixar, Marian Goodell, CEO of Burning Man, David Sable, Global CEO of Young & Rubicam and Bill Wyman, Co-Founder and Former Bassist of The Rolling Stones. In 2020, Lars Ulrich, Co-founder and Drummer for Metallica; [Roger Hallam](#), co-founder Extinction Rebellion; [Brittany Kaiser](#), Cambridge Analytica Whistleblower and [Sepp Blatter](#), former FIFA President will join the list of acclaimed headlining speakers.

Facts & Figures

- 1,500 attendees
- 75% executives
- 570'000 live-stream viewers

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