Are you a Thought Leader in the making? Would you like to benefit from a merit based vehicle that distinguishes you from millions of other University students and graduates? Project Firefly stands for equality of opportunity, collaboration and openness for bright and inspired minds to provide fresh meaningful perspectives on the problems of today and tomorrow.

**ENTRY DEADLINE JUNE 3RD, 2012**

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- **SOCIAL MEDIA**
  To what extent, if at all, does the rise in social media affect the fundamental business model of financial services?

- **ECONOMIC CRISIS**
  What if any, are the significant consequences of the global economic crisis for national politics?

- **CURRENT AFFAIRS**
  Demonstrate your thought leadership skills with an analysis of any compelling topic of your choice.

**THE CONTEMPORARY AFFAIRS ESSAY COMPETITION**

Submit an essay between 800 & 1,500 words on 1 of the following topics. The top 3 submissions will win 1,000 CHF each.

- **A CHANCE TO ATTEND AN EXCLUSIVE THOUGHT LEADERSHIP CONFERENCE**

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