



THE SOLACE SUMMIT

WORDS OVER SWORDS

INFLUENCER SUMMIT

BACKGROUND GUIDE

EST . 2024.



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1. Letter from the Executive Board

Dear Delegates,

It is our privilege to welcome you to The Influencer Summit, a committee unlike any you may have encountered before. Here, you will not represent nations or ministries. Instead, you will represent fictionalised versions of India's most prominent content creators, entertainers, and online personalities, brought together in one room to confront a crisis that will test everything their platforms are built on.

This committee sits at the intersection of entertainment, technology, and public trust, a space that has become one of the most consequential and least regulated forces in Indian public life. The figures you will portray command audiences larger than most national broadcasters, move public conversation faster than most newsrooms, and increasingly find themselves at the centre of debates over misinformation, regulation, mental health, and free expression that were once the exclusive domain of governments and the press. As delegates, you are expected to think and act as these figures plausibly might: strategically, publicly, and with a constant awareness that every statement made in committee is, in itself, content.

This is a crisis committee. The situation will develop over the course of the session, and delegates will be expected to respond in real time through directives, public statements, alliances, and the kind of quick, high-stakes decision-making that defines the industry itself. We expect rigorous preparation, disciplined in-character portrayal, and, above all, respect for the committee, for fellow delegates, and for the real individuals whose public personas inspire the characters represented here.

We have worked hard to put together a committee that we believe will be dynamic, challenging, and genuinely enjoyable to be part of. We look forward to seeing the strategies delegates bring to the table and the directions in which this crisis is taken.

Please note that The Influencer Summit is an entirely fictional committee, created solely for the purposes of academic simulation and debate. While delegates are assigned characters inspired by real public figures, all events, statements, and crises depicted within this committee are fictional constructs. Nothing in this guide or in committee proceedings should be understood as a factual claim about, or endorsement of any view attributed to, any real individual.

Warm regards,
The Executive Board
The Influencer Summit



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Brief on the Influencer Summit

What This Committee Is?

The Influencer Summit is a single-delegate crisis committee in which each delegate is assigned a character inspired by a well-known Indian content creator, comedian, YouTuber, reality-television personality, or online commentator. Delegates are expected to research their assigned individual's public persona, area of influence, and known positions, and to portray a fictionalised version of that persona accurately and respectfully within a wholly fictional crisis scenario constructed by the Executive Board for the purposes of this committee.

Unlike a traditional General Assembly or ECOSOC committee, there are no countries and no formal blocs here. What delegates bring to the table instead is reach: subscriber counts, follower bases, brand relationships, and the ability to shape public sentiment in real time. The committee will track how each delegate's actions affect their character's standing, platform, and broader information environment as the crisis unfolds.

Why This Committee Exists

India's creator economy has moved from a niche side industry to a formal, closely watched part of the national media landscape. Industry research places the sector's annual value in the thousands of crores, with continued double-digit growth driven by brand integration, regional-language content, and the professionalisation of what were once informal, one-person channels. This context forms the backdrop against which the committee's fictional crisis will unfold.

That growth has arrived alongside serious scrutiny. Regulators and industry bodies have flagged a rise in advertising violations tied to creator content, including undisclosed sponsorships, misleading claims, and promotion of illegal betting platforms. Deepfakes and AI-generated content have become a policy concern at the highest levels of government, and several countries have begun restricting minors' access to social media entirely, a debate that has now reached Indian policy circles as well. At the same time, government-backed platforms and institutes have been launched specifically to formalise and support the creator sector, signalling that India's creators are now regarded as economically and culturally significant enough to warrant direct state attention.

This committee places thirty-six fictionalised characters, each inspired by a visible Indian creator or personality, into a single room at a moment when the industry that made them prominent is being asked, publicly and urgently, to account for itself. The specific circumstances of that reckoning are the confidential subject of this committee's crisis.

Format and Mechanics

- Each delegate represents one individual from the portfolio below, for the duration of committee.
 - The specific crisis is confidential and will be introduced by the dais once committee is in session.
- Delegates should not attempt to guess or pre-write a resolution to it in advance.
- Delegates may issue individual directives, coordinate joint statements with other delegates, and take confidential actions through notes to the dais, consistent with standard crisis procedure.
 - A delegate's public standing, encompassing audience sentiment, platform reach, and credibility, will be tracked over the course of committee and will respond visibly to the choices made in the room.

The Executive Board reserves the right to introduce updates, portal moments, and breaking developments at any point in the session



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WORDS OVER SWORDS

3. Expectations from Delegates

Delegates are expected to arrive having thoroughly researched the real individual who inspires their assigned character: their platform and primary medium, such as YouTube, Instagram, television, stand-up, or podcasting; the scale and demographic of their audience; their public reputation; their typical tone and manner of communication; and their existing public relationships, whether cordial or contentious, with others in the portfolio. This research should be drawn from legitimate public sources, including interviews, official statements, published news coverage, and the individual's own public content.

In-Character Portrayal, Responsibly Exercised

Delegates should build their fictional character on the real individual's public persona and documented positions, while clearly understanding that all committee proceedings are fictional. This committee does not ask delegates to fabricate scandals, invent quotes, or attribute statements to real individuals that they did not actually make. Portrayal should be grounded in publicly documented fact and reasonable, good-faith extrapolation of how such a persona might plausibly respond to a hypothetical scenario, rather than in rumour, defamation, or content designed to mock or humiliate the person who inspired the character.

Delegates should remember at all times that their characters are inspired by real people with real careers and real audiences outside this room. Personal attacks, cruelty, or content that ridicules an individual's private life, appearance, family, or circumstances, whether expressed in committee speeches, directives, or crisis notes, will not be tolerated and may result in the Executive Board intervening or removing a delegate from committee.

Strategic Thinking

- Understand your platform as a resource. Know what your reach can and cannot do, and use it deliberately.
- Identify natural allies and rivals within the portfolio based on real-world overlap in audience, industry, or public history.
- Be prepared to make decisions under pressure and with incomplete information, as the crisis develops.
- Balance the interests of your public image, your audience, and the broader outcome of committee, recognising that these will not always point in the same direction.

Conduct

- Maintain professional and respectful conduct with fellow delegates at all times, in and out of committee sessions.
- Follow the rules of procedure set out by the dais, including protocols for directives, communiqués, and confidential notes.
- Direct any concerns about content, portrayal, or committee dynamics to the Executive Board promptly.

We expect this committee to be sharp, competitive, and entertaining, but never at the expense of basic respect, either for the individuals who inspire these characters or for the delegates portraying them. Prepare seriously, argue persuasively, and be ready for the room to move quickly.



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Appendix: Delegate Portfolio

The following individuals inspire the fictional characters that make up this committee's delegation. Individual delegate assignments and any confidential character notes will be communicated separately by the Executive Board.

DELEGATE PORTFOLIO: THE INFLUENCER SUMMIT

1. Elvish Yadav	2. Rajat Dalal	3. Nakul Dhull
4. Samay Raina	5. Aarush Bhola	6. Prince Narula
7. Purav Jha	8. CarryMinati	9. Munawar Faruqui
10. Bhuvan Bam	11. Ashish Chanchalani	12. Akanksha Chaudhary
13. Udit Rajput	14. Dhruv Rathee	15. Ranveer Allahbadia
16. Prakhar Gupta	17. Orry	18. Shivprizz
19. Uorfi Javed	20. Rebel Kid	21. Anjali Arora
22. Kusha Kapila	23. Rakhi Sawant	24. Poonam Pandey
25. Nikki Tamboli	26. Kashish Kapoor	27. Ayesha Khan
28. Neha Dhupia	29. Shreya Kalra	30. Divija Bhasin
31. Suzzane	32. Deeksha Gulati	33. Prajakta Kohli
34. Shamita Yadav	35. Rida Tharana	36. Rhea Chakraborty

