

TED^xYoungstown

x = independently
organized TED event



TEDxYoungstown Speaker Introduction

Guide to a successful presentation at TEDxYoungstown

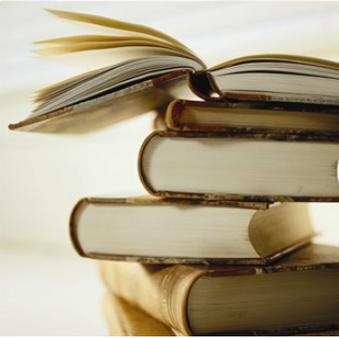
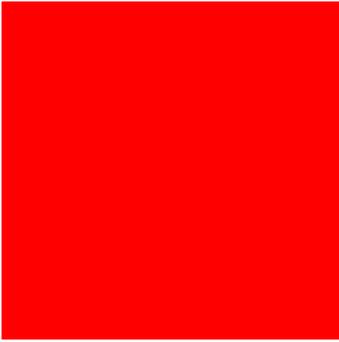


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We are thrilled that you would like to be a part of **TEDxYoungstown: Innovation.**

Preparing for TEDxYoungstown will be a significant commitment, and certainly not an opportunity to be taken lightly. Not only will you be presenting to a select audience from the Mahoning Valley, but your talk will be accessible online, and may even end up on TED.com where most talks are viewed at least 100,000 times, and some have several million views. Take a minute to think about that.

Don't worry though. The team behind TEDxYoungstown is here to offer our full support, and we've built tools and a timeline to help you develop the best talk of your young lives. You should never hesitate to approach us with any of your concerns or feedback; we're learning too. We aren't your boss, we're your ally. The success of TEDxYoungstown depends on our collective ability to bring out the best in everyone.

In this package, you'll find a short background guide to TED and TEDxYoungstown, preparation tips, the TEDx Commandments, and event specifications.

For promotional purposes, please keep in mind that this event is **independently organized** under a license from TED. It is not TED proper. Please do not make that confusion when you're spreading your exciting news.

Congratulations once again!

Sincerely,

The TEDxYoungstown Team

TED and TEDxYoungstown

Introduction

If you've made it this far, you probably have a sense of what TED and TEDxYoungstown are. We'll skip most of the background, but to summarize, TED is an event based on the mantra of "ideas worth spreading". Similarly, TEDxYoungstown aims to bring the same experience to the Valley and to give residents the platform to share their own ideas.

If you're eager to know more, brush up on some history at:

- TED: www.ted.com
- TEDx: www.ted.com/tedx
- TEDxYoungstown:
www.tedxyoungstown.com

The inaugural TEDxYoungstown came to be through an effort by the Public Library of Youngstown and Mahoning County, Mahoning Valley Young Professionals, Park Vista of Youngstown, and the Youngstown Business Incubator. The TEDxYoungstown team has been working diligently to ensure this first event is top notch. A huge part of that effort is you, the potential speaker.

Prior to turning in your application please read the speaker commandments and requirements. All speakers must be willing to follow these guidelines.

Once you have turned in your application please hold the following dates:

October 1: Open casting calls

Upon review of your application we may ask you to attend open casting calls and do a three minute demonstration of your Talk.

January 23: Rehearsal and Kickoff Dinner

All speakers will be required to attend a rehearsal the day prior to TEDxYoungstown. This will most likely take place in the late afternoon. We will also be hosting a kickoff dinner from 6:00 p.m. to 10:00 p.m. for sponsors and speakers.

January 24: TEDxYoungstown

We ask that all speakers plan to stay for the entire TEDxYoungstown, as well as attend the after party at O'Donold's. This will give attendees the opportunity to further discuss your Talk.

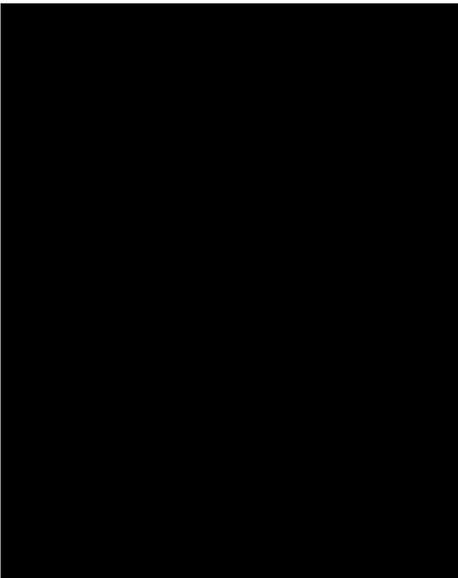
Our Theme: Innovation

Over the past few years we have seen growth and change in the Mahoning Valley. It is an exciting time, a time full of opportunity and progress.

As we have watched our home redefine itself, one theme has been consistent; innovation. That is why the organizers of TEDxYoungstown chose that to be the theme for the inaugural event in the Valley.

INNOVATION

Your TEDxYoungstown Talk Preparation



Setting out.

Let's set one thing straight: TED presenters might make their TEDTalks look effortless, but there are hours of thinking, preparing, practicing, slide revision, and memorization involved behind each spectacular Talk.

We expect the same.

Developing your content.

Your TEDxTalk should be focused and sharp. It should go deep rather than broad. It should include visuals that develop your ideas, rather than distract from your purpose. It can include unique aspects of your personal experience or projects, but these examples should be powerful, illuminating and succinct.

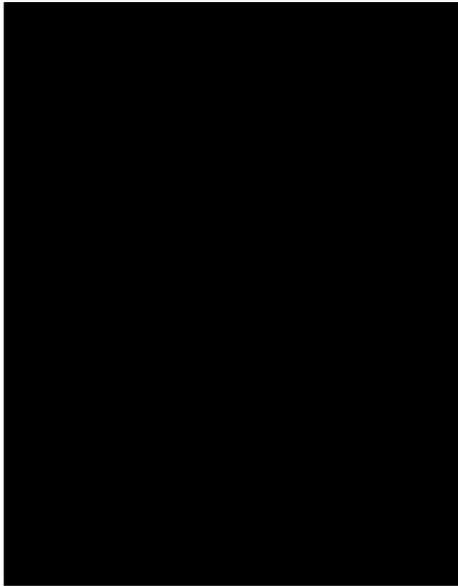
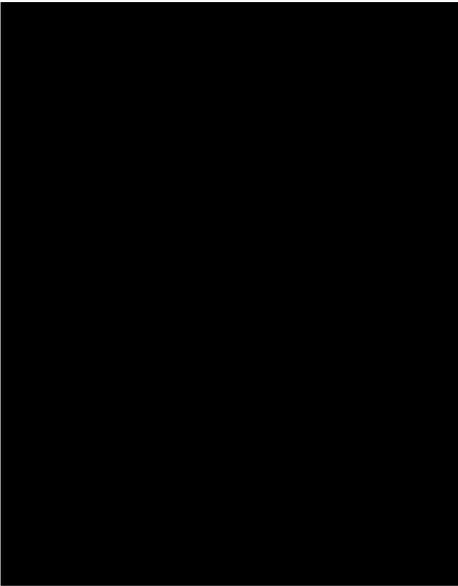
There is absolutely no toleration for corporate, political, or religious plugs from stage. That is an abuse of the TEDx platform.

Timing.

TEDTalks should not run longer than 18 minutes. Everybody's case will be a bit different, but presenters should expect to fit their presentation into 3 to 18 minutes.

Your TEDxYoungstown Talk

Preparation



Speaker Tips

We hate to murder a cliché, but practice really does make perfect. The ideal presenter will speak slowly and clearly, will deliver his or her speech mostly by memory, will be passionate and engaging, and yet will be flexible to possible technical glitches or memory lapses.

You should refer frequently to the TEDx Commandments – 10 tips for speakers on our next few pages.

Visuals

Less is more.

A single, strong, graphic image or succinct line of text will tell your story better than a crowded collage or packed paragraph. Remember, people need to process everything you're saying while simultaneously absorbing your slides. Rather than one complex slide, show several slides, each with one idea, image or data point.

Please eliminate slides that are essentially Headline + Bullet Points. These can get very tired. We will be looking over your slides with you too, and making sure they're in line with our Tech Specs.

Ask for help.

If at any point you have a question (regardless of how trivial you think it may be), please do not be afraid to ask us. We are here to help you make the best talk possible and we are more than willing to help you out.

TEDx Commandments

These commandments are at the heart of every TEDtalk.



1. **Dream big.** Strive to create the best talk you have ever given.
2. **Show us the real you.** Share your passions, your dreams...and also your fears. Be vulnerable. Speak on failure as well as success.
3. **Make the complex plain.** Don't try to dazzle intellectually. Don't speak in abstractions. Explain! Give examples. Tell stories. Be specific.
4. **Connect with people's emotions.** Make us laugh! Make us cry!
5. **Don't flaunt your ego.** Don't boast. It's the surest way to switch everyone off.
6. **No selling from the stage!** Unless we have specifically asked you to, do not talk about your company or organization. And don't even think about pitching your products or services or asking for funding from stage.
7. **Feel free to comment on other speakers, to praise or to criticize.** Controversy energizes! Enthusiastic endorsement is powerful!
8. **If possible, don't read your talk.** Notes are fine. But if the choice is between reading or rambling, then read!
9. **You must end your talk on time.** Doing otherwise is to steal time from the people that follow you. We won't allow it.
10. **Rehearse your talk in front of a trusted friend...**for timing, for clarity, for impact.

Event Specifications

January 24, 2014

Williamson College of Business Administration Auditorium
Youngstown State University

TEDxYoungstown begins at 8:00 a.m. on January 24, 2014 and will run until 4:00 p.m. The day will be divided into 4 sessions with 20-minute breaks between each session. There will be between ten and fifteen presenters throughout the day. Following the last session, there will be an after party downtown.

We expect you to stay for the whole conference, unless there are extenuating circumstances beyond your control. We also expect that you be prepared to converse with audience members about the Talks during the breaks.

During the event, you will be seated in the audience. There will be a “greenroom” for you to prepare during the Talk directly prior to yours. TEDx audiences are just as diverse and experienced as the presenters, and we want to make TEDxYoungstown a relaxing environment where everyone feels comfortable exchanging ideas.

Schedule of the day (subject to change)

8:00 – 8:30 – Registration

9:00 – 10:20 – First session

10:20 – 10:40 – First break

10:40 – 12:00 – Second session

12:00 – 1:00 – Lunch

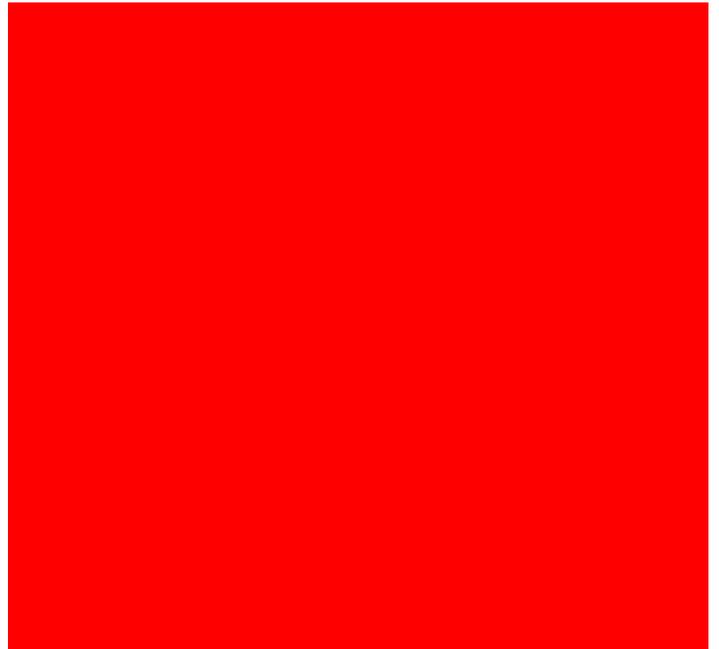
1:10 – 2:30 – Third session

2:30 – 2:50 – Second break

2:50 – 4:00 – Fourth session

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