

TED^xYoungstown

x = independently
organized TED event



TED^xYoungstown Speaker Introduction

Guide to a successful presentation at TED^xYoungstown

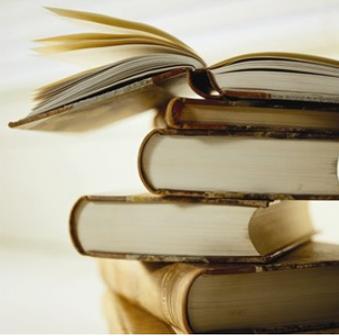


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We are thrilled that you would like to be a part of **TEDxYoungstown: Breaking Boundaries.**

Preparing for TEDxYoungstown will be a significant commitment, and certainly not an opportunity to be taken lightly. Not only will you will 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 life. 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.

Sincerely,

Lori Shandor, TEDxYoungstown Curator

And 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. This first event was a huge success, thanks to the hard work of not only the TEDxYoungstown team but also all of our first year speakers.

Prior to turning in your application please read the speaker commandments and requirements. All speakers must be willing to follow these guidelines as well as attend practice and coaching sessions. Being a TEDxYoungstown speaker is a time commitment to ensure we are all putting our best foot forward.

Once you have consciously made the commitment, please hold the following dates:

July 22: Speaker Call Backs

Upon review of your application we may ask you to attend call backs and do a three minute demonstration of your Talk.

August 19: Speaker Training

This will be a mandatory training session for all 2015 speakers. You will receive all the details you need to be a part of TEDxYo.

September 9: TEDxYoungstown Happy Hour

One of our most popular 2014 events!

This will be your first opportunity to socialize with 2014 and 2015 TEDxYoungstown Speakers. We will gather at Suzie's Dogs & Drafts in downtown Youngstown at 6:00 p.m.

January 22: Rehearsal and Kickoff Dinner

All speakers will be required to attend a rehearsal the day prior to TEDxYoungstown. This will be your chance to practice your Talk from the stage in its entirety. We will also be hosting a kickoff dinner from 6:00 p.m. to 10:00 p.m. for sponsors and speakers.

January 23: TEDxYoungstown

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

Our Theme: Breaking Boundaries

**Progress rarely comes
without hard work.**

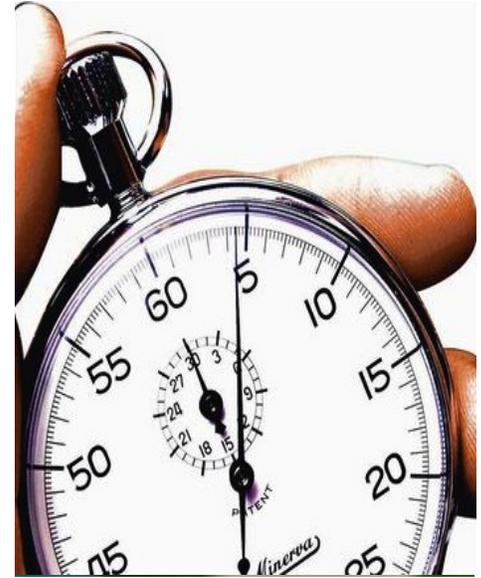
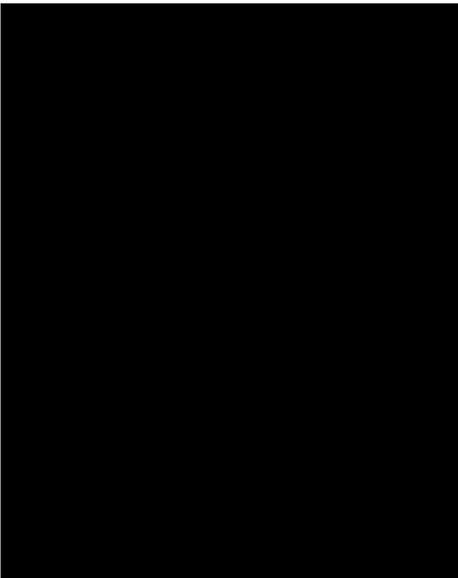
Anytime you see change
and/or progress there is
probably someone not far
behind who has spent their
days and nights *Breaking
Boundaries*.

TEDxYoungstown 2015 will
be dedicated to just that;
the ways we have, will or
could break down the
boundaries around us.

BREAKING BOUNDARIES

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.

We ask that you not take this commitment lightly. While the TEDx process can be one of the most rewarding things you do in the next year, it can also be a lot of work and at times even stressful.

Developing your content.

Your TEDxTalk should be focused and sharp. It should go **deep rather than broad**. If it includes visuals, they should 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.

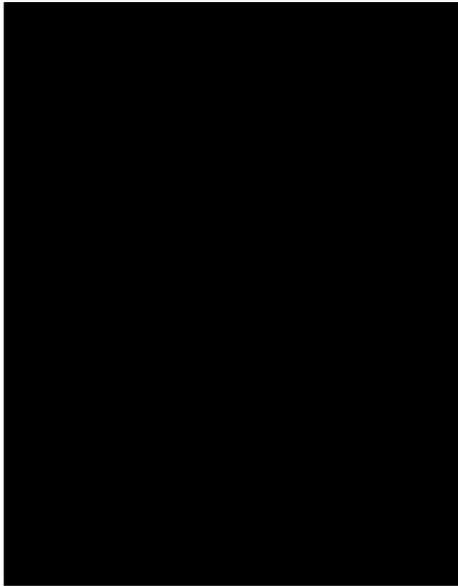
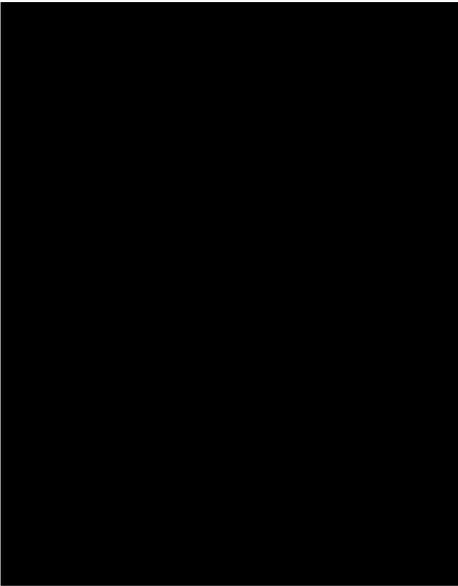
Timing.

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.

As we work through practice and coaching sessions, this will be one area that will be continually stressed. The TEDxYoungstown team will help you to fit your idea into your time frame. Remember, your Talk should be deep, not broad.

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. No title slide is needed. Your first slide should go right to content.

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 23, 2015

Ford Theater, Bliss Hall; Youngstown State University

TEDxYoungstown begins at 8:00 a.m. on January 23, 2015 and will run until 4:30 p.m. The day will be divided into 4 sessions with 30-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 which should be discussed beforehand. 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 – 10:50 – First break

11:00 – 12:20 – Second session

12:20 – 1:30 – Lunch

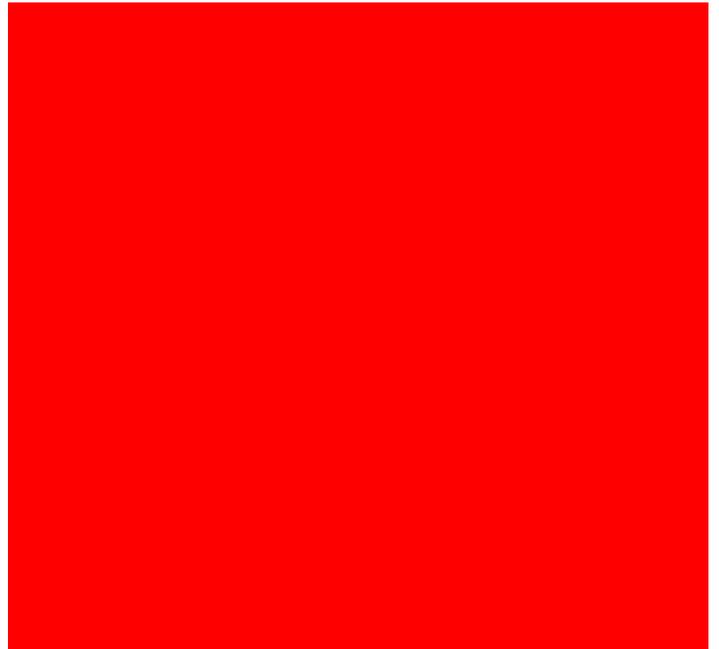
1:40 – 3:00 – Third session

3:00 – 3:30 – Second break

3:30 – 4:30 – Fourth session

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