

What's Your Story?

INTRODUCTION

Thank you for your interest in speaking or suggesting a speaker for the 2010 series of TEDx events organized by SMU in Dallas, TX. The following pages have information about the TEDxSMU program, what it means to speak at TEDxSMU and how to nominate a speaker.

Our 2010 Season includes:

- TEDxSMU Salons (March – August) – Small, intimate gatherings focused on one issue with one or two live speakers and relevant TEDTalks.
- TEDxKids @SMU Events – During the course of the 2010 academic year, we will work with Dallas-area schools to deliver the incredible TED content to students through a variety of formats, including live TEDx Talks and using previously recorded TEDTalks.
- TEDxKids @SMU (Friday, October 15) – A ½ day session consisting of two, 105 minute sessions for approximately 400 7th & 8th grade students and chaperones. Students attend for free in exchange for completing four hours of community service. TEDxKids will take place on the day before TEDxSMU.
- TEDxSMU (Saturday, October 16) – A full day conference for adults (admission is by application only) focused on a unifying theme: Starting Now.
- TEDxYouth Day – TENTATIVE/November 20. Through collaboration with the global TEDx program, we will assist local students in producing their own TEDxKids events on the same day similar events are taking place around the world.

SPEAKING AT TEDxSMU

Presenting on the TEDxSMU stage is very different from most speeches. The talks range from three to 18 minutes in length, and we stick to the limits. No joke. Time is the most valuable currency at TEDx events!

TEDx Talks should be compelling stories on topics you are incredibly passionate about. The most engaging talks are the ones where we learn not only what you know, but why it's important to you and why we should care about the issue as well. These aren't passive terms – passion, engaging, compelling – and TEDx Talks are anything but passive experiences. We want to really connect with you during your time on stage!

WHAT TO EXPECT

Structure

To capture the spirit of a TED conference, we are following the TED program structure that has been developed over 25 years of TED. Basic guidelines include:

- No keynotes – all speakers are equal.
- No panel discussions.
- No Q&A.
- No podiums.
- Generous breaks between sessions (60-75 minutes long).
- No sessions longer than 105 minutes.
- We will use a mix of live and recorded TEDTalks, songs, artistic presentations and demos during the conference.

How to Prepare

- Your talk should not go over the time you've allotted.
- Please sit in the audience, and enter the stage from the audience.
- Please plan to stay for the whole conference and to mingle during breaks.
- When preparing for a TED-style talk, please keep in mind that with the time constraints you have, you need to be focused and sharp and preparing for a smart general audience.
- A few books that might help you prepare are Garr Reynolds' *Presentation Zen* or Nancy Duarte's *Slide:ology*.

TOPICS AND RESTRICTIONS

TEDx Presenters range from scientists to artists, designers to engineers, and philanthropists to economists. In short, anything is game. We will consider speakers, dancers, singers, musicians, spoken word performers, visual artists or anyone with a compelling story to tell.

There is only a short list of “no no’s” for the TEDx stage that will automatically disqualify any speaker. We do not allow ANY selling from the stage. Product demos must not yet be available on the market. We will not allow any political or religious endorsements, nor do we allow companies or individuals to “buy” time on stage through sponsorships. Other than that, we are open to any and all ideas!

As with TED, we do not offer honorariums to speakers. We are a nonprofit organization and ask that speakers participate in the spirit of sharing their ideas. We will cover travel costs for out-of-town presenters.

All TEDx Talks are recorded and speakers must sign a release prior to the event.

THE NOMINATION

You may nominate someone else or nominate yourself. You may nominate multiple speakers. Please complete separate nomination forms for each nominee (attached below).

SPEAKER SELECTION

Speaker selection is a confidential process conducted by a committee appointed by the TEDxSMU steering committee. We review and take all nominations seriously. Nominees who are not invited to speak will be kept on the list for future events.

ABOUT TEDx, x = INDEPENDENTLY ORGANIZED EVENT

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

ABOUT TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world’s leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown. The annual TED Conference takes place in Long Beach, California, with simulcast in Palm Springs; TEDGlobal is held each year in Oxford, UK. TED’s media initiatives include TED.com, where new TEDTalks are posted daily, and the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world are given the opportunity to put their wishes into action; TEDx, which offers individuals or groups a way to host local, self-organized events around the world, and the TEDFellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities.

TEDGlobal 2010, “And Now the Good News,” will be held July 13-16, 2010, in Oxford, UK. TED2011, “The Rediscovery of Wonder,” will be held February 21-25, 2011, in Long Beach, California, with the TEDActive simulcast in Palm Springs, California.

Speaker Nomination

Please type or print neatly. Nominations are accepted on a rolling basis and may be considered for future programs if the current slate of speakers is already filled.

ABOUT THE NOMINEE

Name of Nominee _____

Title _____

Company _____

Street Address _____

City _____ State _____ Zip _____

Telephone: Day (____) _____ Evening (____) _____ Fax (____) _____

Email Address _____

Additional Contact Name (Assistant, Booking Agent) _____

Contact (Email &/or Phone) _____

Area of Expertise/Suggested Theme of Talk/Description of Talk _____

NOMINATOR INFORMATION

Name _____

Relationship to Nominee _____

Street Address _____

City _____ State _____ Zip _____

Telephone: Day (____) _____ Evening (____) _____ Fax (____) _____

Email Address _____

You may include up to two pages of additional material about the nominees. This might include links to YouTube presentations, biographical information, lists of accomplishments or achievements or relevant websites to help us understand why this person would make a good TEDxSMU presenter. Hard copies will not be returned.

Nominations should be submitted via email to TEDxSMU@gmail.com or mail to:

TEDxSMU Speaker Nominations

Lyle School of Engineering

PO Box 750339

Dallas, Texas 75275-0339

TEDx Background

TED began in 1984 as a conference devoted to the converging fields of Technology, Entertainment and Design (hence its name). Over the years, the scope has broadened and the ambition level constantly raised. We now seek to bring together the world's leading thinkers and doers, no matter what field of endeavor they are working in. All knowledge is connected and TED has become the place where you can discover leading edge thinking in numerous fields, and how this relates to your own life and work. For many attendees, the result is: delicious, unexpected connections; extraordinary insights; powerful inspiration.

Past speakers and performers have included Nobel laureate Al Gore, architect Frank Gehry, primatologist Jane Goodall, musician Paul Simon, Amazon founder Jeff Bezos, Genomics pioneer Craig Venter, Tiananmen Square organizer Li Lu, biologist E.O. Wilson, playwright Eve Ensler, photojournalist James Nachtwey, Nobel laureates Paul Berg, Murray Gell-Mann and Jim Watson (of Watson & Crick), Lost producer JJ Abrams, jazz musician Herbie Hancock, Tipping Point author Malcolm Gladwell, eco-architect William McDonough, architect & sculptor Maya Lin, evangelist Billy Graham, cellist YoYo Ma, Segway inventor Dean Kamen, Google founders Sergey Brin and Larry Page, graphic designer Stefan Sagmeister, former president Bill Clinton, and leadership coach Tony Robbins.

We also seek out emerging artists, scientists and thinkers, introducing them to the TED community well before they hit the mainstream. After all, TED is about much more than famous names. It is about passion, laughter, beauty, ingenuity and ideas capable of changing the world.

Our presenters may run the world's most admired companies or design its best-loved products; they invent world-changing devices, and create ground-breaking media. They're trusted voices and convention-breaking mavericks, icons and geniuses. AND... TED's audience is as extraordinary as its speaker line-up: Internet pioneers (including the founders of Google, Amazon, eBay), movie producers, architects, creative directors, CEOs, perhaps a dozen billionaires, authors, investors, celebrities, philanthropists and leading opinion formers of every kind. Indeed TED2009 sold out its 1,400 spaces a full year ahead of the conference.

What began as a for-profit endeavor, in 1984, was sold in 2001 to Chris Anderson's private foundation, devoted to leveraging the power of ideas to help make a better world. Since then TED has begun distributing its content online, free to the world, and has introduced the TED Prize, in which three individuals each year are granted "one wish to change the world" which they reveal at the conference. (see <http://TEDprize.org>).

There is much more about TED, and the foundation which owns it, at our website www.TED.com. Here are some pages you may want to check:

<http://TED.com/TEDx> (the homepage for TEDx)

<http://www.TED.com/index.php/pages/view/id/43> (media coverage of TED)

<http://www.TED.com/index.php/pages/view/id/122> (speaker and attendee comments on TED)

<http://www.TED.com/index.php/talks> (audio and video podcasts of the talks, mentioned above)

<http://TED.streamguys.net/site/taste.html> (7-minute Taste of TED Documentary)

TEDx Speakers: The TED Commandments

These 10 tips are the heart of a great TEDTalk.

1. Dream big. Strive to create the best talk you have ever given. Reveal something never seen before. Do something the audience will remember forever. Share an idea that could change the world.
2. Show us the real you. Share your passions, your dreams ... and also your fears. Be vulnerable. Speak of 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.

From TED.com