

TEDxUniversityofJohannesburg
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“TED is the new Harvard. An open source of world class education.”

– Fast Company, Sept. 2010



What is TED?

Established in 1984, TED is an annual event where some of the world's leading thinkers and doers are invited to share what they are most passionate about. "TED" stands for Technology, Entertainment, Design —three broad subject areas that collectively shape our future. And in fact, the event is wider still, showcasing ideas that matter in any discipline.

The diverse audience —

CEOs, scientists, creatives, philanthropists. But, TED is about much more than famous names. It is about passion, laughter, beauty, ingenuity and ideas capable of changing the world.

To know more about TED, visit www.ted.com

The TEDx Movement

TEDx is a live, localized TED event worldwide, held under TED's guidance, created in 2009 by TED for independent organizers who want to host a TED-like event in their community.

At a TEDx event, TED Talks videos and live speakers combine to spark deep discussions and connections among the local community. The core concept of a TED Talk is storytelling. TEDx speakers adopt a conversational, not theatrical - style of speaking. TEDx speakers are not paid. The organizers of TEDx events are not paid; they are volunteers who offer their time, skills, wisdom, energy, and contacts to spread ideas.

TEDx speakers will tackle humanity's most challenging questions and attempts to answer them with innovation, enterprise and enduring optimism.

Three words: ***Ideas. Worth. Spreading.*** We seek to build partnerships that will surface, promote and support great ideas. The concept is simple: create an immersive environment where prominent local organizations, thought leaders and critical enablers from vastly different fields can cross-fertilize and draw inspiration from unlikely places.



About TEDxUniversity of Johannesburg

TEDxUniversity of Johannesburg will be a high-octane, community-driven, independently-organized TED Talk, licensed by TED New York to be held in the University of Johannesburg in 2022

Our vision is to showcase the fascinating thinkers and leaders at UJ & South Africa. They will get together for an exciting day of presentations and discussions to inspire new ideas and opportunities across all disciplines.

Goals

Goal #1: Feature ideas.

Goal #2: Use ideas to solve problems.

Goal #3: Create a space for unique explorations.

Goal #4: Fuel conversations.

Goal #5: Showcase people doing remarkable things.

Goal #6: Connect the community with ideas.

Goal #7: Create a space for people to connect.

Goal #8: Give UJ researchers a non-academic global platform.

Goal #9: Videos of TEDx University of Johannesburg will be featured on TED's global learning repository.



2022 Theme: **RECONNECT**

In a society where everything is interconnected, there are instances of flux where connections between variables are interrupted. Often, these interruptions are temporary and can be restored with some effort.

This theme of reconnection is ever present, more so in this fast-paced world we find ourselves in. For professionals in all disciplines, re-evaluating the status quo after a temporary disconnection provides opportunities to build newer connections that better respond to the changing landscape. Therefore, the theme of reconnection cuts across different disciplines and areas of life.



Why Speak? You will:

- Share a robust idea or a compelling story with a passionate audience.
- Spread ideas that can change the world.
- Engage with passionate, open-minded change agents in an inspired atmosphere of authentic dialogue and extraordinary thinking.
- Build a multi-cultural and multi-disciplinary community driven by big, bold and new ideas.
- Unlock in people, businesses, organizations, institutions, communities and governments the capacity to advance and be more.
- Stoke the flames of an idea-based invention in UJ.
- Kindle disruptive innovation.
- Transform people and, ultimately, the world through your life-changing story.
- Expand the frontiers of knowledge.
- Become part of the world's most prestigious idea-generating organization.





Your Talk

We will help you craft and deliver a high-impact talk in what could be the best presentation of your life. TED Talk format is different from most other speaker events. Long talks, podiums and readings are not the TED-style. The core concept of a TED Talk is storytelling. TEDx speakers adopt a conversational, not theatrical, style of speaking. They do not typically move about the stage but deliver their talk from one fixed position: the designated, circular, red spot at the middle of the stage known as the ‘TED dot.’

The TED Commandments for delivering an unforgettable “Talk”

- 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. Please 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. Don't pitch your products or services or ask for funding from stage.
- 7. Feel free to comment on other speakers' talks, praise, or criticize.** Controversy energizes! Enthusiastic endorsement is powerful!
- 8. Don't read your talk.** Notes are fine. But if the choice is between reading or rambling, then read!
- 9. End your talk on time.** Doing otherwise is to steal time from the people that follow you.
- 10. Rehearse your talk in front of a trusted friend** for timing, clarity, and impact.

TED^x Speaker Guide

1. Get familiar with the form: Why 18 minutes?

Because it works, an audience is good at focusing on one subject at a time in relatively short chunks. And remember: Shorter talks are not lesser talks. It may only take 5 minutes to make your point unforgettably.

2. Develop an idea

Your idea can be new or surprising or challenge a belief your audience already has. Or it can be a great basic idea with a compelling new argument behind it. Remember that the audience relies on you to give accurate information, so please fact-check whatever you say in your talk.

3. Make an outline and script

There's no single trick to it, but here is at least one structure that we've found to work particularly well:

- a. Start by making your audience care, using a relatable example or an intriguing idea.
- b. Explain your idea with conviction.
- c. Describe your evidence and how and why your idea could be implemented.
- iv). End by addressing how your idea could affect your audience if they were to accept it.

4. Create slides

Slides can be helpful for the audience, but they are by no means necessary or relevant to every talk. Ask yourself: Would my slides help and clarify information for the audience, or would they distract and confuse them? The most important rule for slides: Keep it simple.

5. Rehearse

Rehearse, rehearse, rehearse! We can't stress this enough. Rehearse until you're completely comfortable in front of other people

6. Give your talk

Inhale. Exhale. Do it as you practised.

7. Savour the glory

Congrats, you're done! Bask in the praise you get over how you seemed so relaxed and spontaneous.

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