

# TED<sup>x</sup> Northwich

## TEDxNorthwich Idea Submission Guidance Notes

### **Do you have an Idea that could change everything?**

To help you submit it we have produced this set of guidance notes which we hope will explain each part of the form.

### **Section One:**

#### **Firstly, What is TEDx Event?**

A TEDx event is a local gathering where live TED-like talks and performances are shared with the community. TEDx events are fully planned and coordinated independently, on a community-by-community basis.

The TEDxNorthwich team is a team of professional volunteers. The content and design of each TEDx event is unique and developed independently, but all of them have features in common.

#### **TED's format**

A suite of short, carefully prepared talks, demonstrations and performances that are idea-focused, and cover a wide range of subjects to foster learning, inspiration and wonder – and provoke conversations that matter.

#### **Diversity of topics**

All TEDx events present multiple issues and a diversity of voices from many disciplines. After all, what's the fun without a little variety? We are looking for a wide variety of ideas – the more unique your idea (or take on an idea) the more it will stand out to the Selection committee

#### **Community-driven and bias-free content**

A TEDx event does not have any commercial, religious or political agenda. Its goal is to spark *conversation, connection and community*. Please ensure that your nomination supports this principle.

#### **What is TEDx talk?**

A TEDx Talk is a showcase for speakers presenting great, well-formed ideas in under 18 minutes.

#### **Why under 18 minutes?**

This short talk model works, since it only demands the audience's attention for a short period of time, decreasing the chance of minds wandering or daydreaming about lunch. In fact, some of the greatest TED and TEDx talks have been as short as 5 minutes long!

We encourage talks of different lengths and are especially keen to feature some shorter talks at our next event especially around 3 – 7 minutes.

It is likely you won't know how long your talk will be at this point and we often find that talk lengths change as we work on them with you. If, however, you know you have a gem of an idea that is short, punchy and impactful do share it.

#### **What can a TEDx talk be about?**

It can actually be one of two things:

- Something that's new and surprising; an idea or invention that your audience has never heard about.
- A great basic idea (that your audience has maybe already heard) with a compelling new argument behind it that challenges beliefs and perspectives.

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In other words, an idea isn't just a story or a list of facts. A good idea takes certain evidence or observations and draws a larger conclusion.

## **Here are some ideas of types of talks:**

### ***The big idea***

The talks that make one or two very strong points, and it's important.

### ***The tech demo***

An onstage look at some clever new invention that the speaker was a part of creating.

### ***The performance***

Music, dance, magic, puppetry, or some other performance to captivate your audience.

### ***The artist's statement***

In these talks, artists showcase their art and explain the meaning and process behind what they create.

### ***The "dazzle with wonder"***

These talks are mainly about the amazement of science and discovery.

### ***The small idea***

These talks are not about one big, world-changing idea, but instead a very engaging take on an interesting topic.

### ***The "issue" talk***

These talks expose your audience to an issue that they may not otherwise know much about.

## **What a TEDx Talk should NOT be about (there are VERY strict rules about this issued from TED)**

- No selling from the stage.
- No political agendas.
- No religious proselytizing (including new age beliefs).
- Only good science.

Any talk that breaks these rules cannot be accepted.

## **Section TWO: Speaker details**

If nominating your own Idea, please complete your details fully so we can contact you should we require further information and/or you are shortlisted.

If you are nominating an idea on behalf of someone else please check that they agree to it first and then provide their details in full too.

*Note: we currently only accept idea submissions from speakers living in the UK due to the Speaker program commitments. Please only apply if you or the person you are nominating, live in the UK AND can meet the program dates for rehearsals.*

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## Section THREE: What is your Idea Worth Sharing?

This part of the form is where you can tell us what your Idea is and why it is worth sharing on the TEDxNorthwich stage.

*There are three parts to this:*

1. Tell us what type of talk you think your topic falls into
2. What we really want to hear about is your idea and why is that is worth sharing. We are using the word idea quite broadly here.

**We are looking for original ideas that change attitudes, minds, lives, communities and even the world.**

### What does that mean?

We want to learn about ideas and projects that are new, unique and offer an insight or a new way of thinking to our audience. Don't be afraid to get creative with your application and show us what sets you apart! Even if you don't think of yourself as a typical TEDx speaker, or you don't think of your idea as a typical TEDx idea, we want you to apply.

We want something that's authentically you.

### Examples of ideas

- A scientific breakthrough
- A genius invention or a complex theory
- An idea for a new facility in your community that would bring delight or solve an important problem
- A way to use the internet to spark change around the world, for example with a creative meme
- A description of something remarkable that you've worked on for a long time that is ready for public visibility
- A powerful insight or experience, illustrated by story, from which others could learn a crucial lesson - *please note whilst we love the power of a story we are not looking for someone to share their story only*
- Surprising forms of photography, art or creativity that show the world in a new light
- A plan for a new business, non-profit or website that could make your community -- or the world -- a better place
- A TikTok rant that's hilarious but also instructive and impactful

3. Remember to tell us what's special about your idea – after all this is your perspective, your invention, your experience, your research. So we want to know what your take is.

4. And finally, tell us what the *one takeaway message* is for your audience.

## Section FOUR: Who else is speaking on your topic right now?

**Do your research.** This will help us establish the context for your Idea. Are there others in your field of experience who are sharing this idea (or the alternative to your idea). Is this a 'hot' topic right now? Are there books written, YouTube videos, other TED talks, conferences or news items? Check the TED Youtube channel for Ideas already shared.

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## **Section FIVE: Video Submission**

We require you to submit a short video clip. **Any application submitted without the video cannot be considered.**

The video clip should be approx 2 minutes long. **If your video is longer than 5 minutes, we will only listen to the first five minutes.**

Your video can be taken on your phone, we will not be judging it on video crafting skills so please don't spend an age on getting the technical elements of recording perfect.

**What we are really interested in is your reasons for wanting to speak at TEDxNorthwich and why your Idea is a good choice for us to showcase.** Specifically, we want you to answer these three questions:

*Why this topic should be talked about?*

*Why it should be talked about now?*

*And why it should be you that talks about it?*

\* Please note, we are NOT expecting you to deliver your talk in this clip – more the reasoning behind it. You will get the opportunity to explain what the Idea is in written form in the application.

## **How to send your video submission:**

We have found the easiest way for us to successfully access your video is via a Youtube link. Please upload to Youtube and provide a link in your submission form, Make sure you have tested it works before you begin your application.

## **Section SIX: What's your Story?**

This will help us get an idea of you, as a person, and as a speaker. Although being a speaker is not essential nor what we are looking for - our main focus is your Idea.

A brief description of what's got you to where you are now and an insight into you as a person

## **What's your favourite TED talk and why?**

If you can send a link to this that would be helpful Visit the TED Youtube channel to search if you are new to the TED community.

Remember to tell us why you like the talk – is it the person? The content? The style? The impact it had on you?

**Section SEVEN:** Any references, evidence or data used in your talk will be subject to due diligence (both by us and TED) and there is an expectation that you will be able to corroborate this.

Where you know some of this information, please list and provide links to relevant peer reviewed papers or websites.

## **Other helpful additions: (note, these are not essential if you do not have any such evidence)**

Please attach:

- Any supporting information to demonstrate your expertise to talk about the Idea you wish to share. You don't have to be THE Expert but having expertise on the Idea is important.
- Links to relevant websites, academic papers, blogs
- Any recordings of talks you have given which will be helpful in demonstrating your speaking style
- Any testimonials you have been given for speaking

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## **Section EIGHT: Commitments and mandatory requirements for ALL speakers**

Throughout the whole preparation period, there will be a combination of rehearsals - Face to Face/ via zoom and video submissions, plus support from the Speaker coaching team.

It is mandatory that you agree to make all dates for rehearsals in order to be considered for the speaker program and the final Speaker Lineup.

From previous experience, we recommend that you are rehearsing your talk independently on a regular basis as well as the formal rehearsal process.