

TEDxIST 2015

Diogo Rato

Activities Report

Abstract—This report describes the work done in the TEDxIST as an activity for Portfolio III course. This paper explains the enrolment process for the activity, the several tasks done in the project and the promotion to coordinator.

Index Terms—TEDxIST, LAGE2, Web Development, Managing, Portfolio, ~~LaTeX~~, ~~paper~~.

1 INTRODUCTION

THIS document describes my work in the team responsible for the organization of TEDxIST 2015 that fits in the proposed activities of Portfolio III.

This report includes topics such as the motivation to join TEDxIST group, the interviews to join the team, from new member to coordinator, the request of TEDxIST license, website development, schedule and planning meetings and assigning tasks.

2 JOINING THE TEAM

In the past 4 years I've been a constant viewer of TED Talks and the spirit of "ideas worth spreading" made me want to become part of this global phenomenon. Before the school year started I saw in social media that Laboratório de Apoio à Gestão de Actividades Extracurriculares dos Estudantes (LAGE2), the group in which the TEDxIST project is, started the recruitment process to the TEDxIST 2015 team and I felt like it could be a good opportunity to be part of a TEDx teams.

Later on the second Portfolio's lecture, LAGE2 offered some positions on their team and right after the class had finish I applied for the position. Jorge Saldanha, last years coordinator, was responsible for the interviews of

newer members and we schedule a meeting to talk about the project and what the goals were.

3 FROM NEW MEMBER TO COORDINATOR

After being accepted as a new member in the TEDxIST we agreed to have weekly meetings in Alameda campus. In the first meeting we got together with the rest of the team, for a total of 6 people, and discussed about the speakers, all of us had several speakers in mind but we had to exclude some of them. In the same day we defined the event day schedule and the event date, 21st of March.

The second meeting we already had the e-mails to the speakers sent but yet didn't receive any responses, therefore we decided to start working on sponsorships and the marketing plan. We used last year's sponsors lists to assign each element a set of companies to contact. The marketing that had to be done was related to the social media - updating last years information - and creating this year's TEDxIST website. The task of developing the website was assigned to me and to André Joaquim.

The next couple of weeks there wasn't a lot of work to be done in the sponsors and speakers area, we only had to wait for the responses, but the website design and development was in progress. On the second week of November, in the weekly meeting, Jorge, the coordinator at the moment asked if someone would want to be the coordinator and I offered myself to the position. Later, after talking in private to Jorge,

- Diogo Rato, nr. 73412,
E-mail: diogo.rato.11@gmail.com,
Instituto Superior Técnico, Universidade de Lisboa.

Manuscript received Month Day, 2015.

| (1.0) Excelent (0.8) Very Good (0.6) Good (0.4) Fair (0.2) Weak | ACTIVITY | | | | | DOCUMENT | | | | | | |
|---|------------------|---------------|-----------------|-----------|-------|--------------------|------------------|-----------------|-----------------|---------------|------------------|-------|
| | Objectives x2 | Options x1 | Execution x4 | S+C x1 | SCORE | Structure x0.25 | Ortogr. x0.25 | Gramm. x0.25 | Format x0.25 | Title x0.5 | Filename x0.5 | SCORE |
| | 1.6 | 0.8 | 3.2 | 0.8 | 6.4 | 0.25 | 0.2 | 0.25 | 0.25 | 0.4 | 0.5 | 1.85 |

he told me what were the new jobs I've got to be worried about.

3.1 Managing the Team

The next weeks other students came to the team and the size of the group went from 6 to 11 elements and I figured myself in a situation where our structure as a team couldn't be the same, some arrangements had to be performed. I decided to assign each person to one of five groups: marketing, sponsors, speakers, audience selection and logistics, according to their skills. After that, I selected for each group a responsible in order to manage their elements and report to me.

The managing job was a new role for me but, with the help and guidance of Jorge and LAGE2 Coordination, the whole process went well so far but I also had to help in developing our website and apply for TEDxIST license.

3.2 Website's Development

When we started working on the website we decided to check other TEDx's from around the world to see what type of information they had in their pages. We gather the data we found necessary and designed the page, we presented the page at our weekly meeting and listened to our colleagues feedback and improved based on their suggestions.

In order to be accepted by the restricted TED requirements we review the whole design and made some few changes to color codes, font family and to the logo image [1]. At this point we had all the website done but we didn't had the services needed to implement our database activated. Direção de Serviços Informáticos (DSI) is responsible for this services so we contacted them to enable those services but they couldn't do it, so we had to take a new approach and decided to keep the website static - that wasn't our first plan for the website but we had to use the available services. After the website was concluded, I had the maintenance of the website assigned to André Joaquim because there was a lot of work to be done in the managing activity.

3.3 TEDxIST 2015 License

To apply for the license of the event there was a lot of documentation and contacts involved. I had to fill a request with about 30 questions and tell TED what was my motivation to create the event, what were our sponsors, who will be the speakers, where will be the event addressed, and some other questions related with fund raising, the team, my experience and the target audience [2].

After 3 weeks the request for the license was made, I received a positive answer from TED and we were, finally, officially allowed to run the TEDxIST 2015 in Tagus Park campus.

4 FURTHER WORK

At the date of this report, we have 3 speakers confirmed, 7 sponsors and the auditoriums reserved for our event but a lot of work has still to be done. By the end of January we plan to have all the speakers confirmed and the transportations between Alameda campus and Tagus Park campus ensured. We also need to contact a filming crew to record the event in order to be streamed and for the TED Talks to be available for the TED staff to evaluate and give feedback of what should be improved.

5 CONCLUSION

The project went as planned so far, we all put an huge effort on the tasks that were assigned to us and gave our best in each job we had to do. Personally, I struggle to handle and manage all the groups but, so far, I've met what was asked of me and the group seems to accept me as their coordinator.

ACKNOWLEDGMENTS

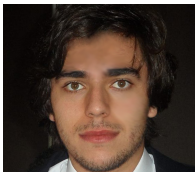
I would like to thank the professor Rui Santos Cruz for teaching how to do proper scientific documents and for introducing LaTeX language to my curriculum, I'm sure that it will help me a lot when I have to write reports and papers for the scientific community. I would like to thank Jorge Saldanha for the guidance and help that I needed when I struggled more. Special thanks to André Joaquim that, in the

In this type of document (technical), the conclusion should start with a summary of the subject addressed and then should highlight the results.

past semester, supported me and the work I've been doing making the task of managing a whole lot easier.

REFERENCES

- [1] TED, "Your tedx logo," <https://www.ted.com/participate/organize-a-local-tedx-event/tedx-organizer-guide/branding-promotions/logo-and-design/your-tedx-logo/>, 2015, [Online; last time accessed 15-January-2015].
- [2] —, "License agreement," <https://www.ted.com/participate/organize-a-local-tedx-event/apply-for-a-tedx-license/tedx-license-agreement>, 2015, [Online; last time accessed 15-January-2015].



Diogo Rato My name is Diogo Rato and I'm 21 years old. Currently I'm on the first semester of the MSc in Computer Science at Instituto Superior Técnico (IST). I've already concluded my BSc degree in Computer Science also at IST.

APPENDIX

STATEMENTS OF EXECUTION



Certificado de Actividade

O LAGE2 - Laboratório de Apoio à Gestão de Actividades Extracurriculares dos Estudantes - certifica que o(a) aluno(a) **Diogo Rato**, com o número **73412**, realizou actividade neste laboratório durante o **1º** semestre do ano lectivo **2014/2015** no âmbito do(s) **TEDx**, cumprindo o requerido pelo regulamento dos Portfolios Pessoais.

**Laboratório de Apoio à Gestão de
Actividades Extracurriculares dos Estudantes**

O Presidente,

Ricardo Ferreira

Ricardo J. Ferreira