TEDxIST
2015

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Activities Report

Abstract—TEDxIST is an event held by LAGE2 at IST-TagusPark. I'm currently the responsible for the divulgation team. My main responsibilities include distributing work among the team members, the creation and management of the website (structure and design), alongside my colleague Diogo Rato, the coordinator of TEDxIST, and managing the event's social network accounts. The website was made from scratch and developed using the framework Foundation. The TEDxIST's facebook account reached the milestone of 2000 (two-thousand) likes. In the first phase I was also member of the team responsible for fund-raising and member of the team responsible for contacting speakers.

Index Terms—event, organization, website, TED, TEDxIST, LaTeX, paper.

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1 INTRODUCTION

TEDxIST is an event organized by a team of members of the LAGE2 - Laboratório de Apoio à Gestão de Actividades Extracurriculares dos Estudantes - from the IST-TagusPark campus.

TED is the main organization behind TED talks and they created TEDx, where the *x* means independently organized TED event, in order to allow people from around the world to held their own TED events and spread more ideas.

Every year, several national and international speakers are invited to talk about a new idea. For this to happen, a lot of preparation is needed. The TEDxIST organization is composed by five different teams: divulgation, which I'm responsible for, contact with speakers, fund-raising, logistics and candidates selection.

This event takes place once a year and its main purpose is to provide students an afternoon where they can, for free, learn more about different areas other than their own and listen

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to ideas that are worth sharing, which is the TED motto.

Within the TEDxIST organization, I'm the responsible for the divulgation team and in a prior phase I was also member of the team responsible for fund-raising and member of the team responsible for contacting speakers.

2 PURPOSE

THE purpose of this event is to proportionate the opportunity for Instituto Superior Técnico (IST)'s students to participate in a worldwide known type of conferences - TED talks. Each TED talk has at most 20 minutes where the speaker presents an idea that he's interested in sharing with the audience. We try that all of the TED talks in TEDxIST are about different areas. While other conferences have a more formal environment, TEDx events are mostly informal.

With the development of the new website, we expect to reach more people in order to increase the event's popularity and to improve users experience with the website, mainly those who visit the website to fill their application.

As responsible for the divulgation team, I purposed to increase our presence in social networks such as Facebook, Twitter and YouTube and assure that we make good quality contents

(1.0) Excelent	ACTIVITY					DOCUMENT						
(0.8) Very Good	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**
(0.6) Good												
(0.4) Fair	1.6	0.8	3.2	1	6.6	0.25	0.15	0.2	0.25	0.4	0.5	1.75
(0.2) Weak												

so that people feel attracted to our event and want to participate in it.

3 WEBSITE

T HE new TEDxIST's website was built from scratch using Foundation framework. The old website was outdated in terms of design and had a bad interface. Instead of renewing that same website, we decided that would be faster and more profitable to build a new website, as we did. The website is currently only available in Portuguese (Portugal).

Figure 1. *What is TEDxIST*'s page screenshot

3.1 Contents

The TEDxIST's website contains five parts:

- *Homepage*
- *What's TEDxIST?*
- *Who are we?*
- *Speakers*
- *Sponsors*

The *Homepage* consists in the recent news about the event, such as new speakers, new sponsors, opening of the submission of applications to participate in the event, etc...

What's TEDxIST? is an obligatory page in every TEDx website that describes what is TED as an organization, what is TEDx as independently organized TED events, and what is TEDxIST as an independently organized TED event. The content was created by the divulgation team.

Who are we? is the page where we present the team to the visitors of the website. Each member is introduced with a photo and a brief description of their personality and role in the

TEDxIST organization. For this, we inquired all the team members to gather their information.

The *Speakers* and *Sponsors* pages are very similar as they include all the previous speakers and sponsors from previous years, respectively.

3.2 Design

As you can see from Figure 1, the website's design consists of a vertical left-aligned navigation bar and a main container, on the right of the page.

The navigation bar is sub-divided into several parts, starting from the logo on the top, which takes the visitor to the homepage. Below the logo there are four divisions each one for a different section [see section 3.1]. We also have four reserved divisions for sponsors and then we have the links to our Facebook, Twitter and YouTube pages.

Figure 2. *Who are we*'s page screenshot

For the *Who are we*, *Speakers* and *Sponsors* pages we chose a mosaic disposition. Each square represents a different person or entity (for the Sponsors page). With this design we can achieve good emphasis in each speaker's photo and give less importance to the details concerning that speaker given the fact that we are hoping to gather some reputable speakers. After clicking in some person's, or entity's, thumbnail, a pop-up window appears containing the description and the link to that person's, or entity's, social network pages and his favorite TED talk, as you can see in Figure 2. For the division in years, we chose a horizontal separation that would conjugate well with our mosaic disposition so that everything seems fluid and good to the eye.

As for the colors, TED defines the red and black to use. The white is also obligatory in

the specific name of the TEDx [1]. We chose to include the grey tones in our palette as they complement very well the contrast between the red and the black, which, like grey, is a neutral color.

4 DIVULGATION TEAM

As I mentioned before, I'm the responsible for the divulgation team. In this semester, I divided myself amongst a couple of tasks: work distribution and website [see section 3]. The divulgation team has five team members. The divulgation team was responsible for the contents of the website and social network account's management.

As for the contents, we wrote the material concerning the two of the three speakers we already have and some of the thirteen members. This was done by inquiring the members and this saved us a lot of time because it's faster than asking questions to every member individually. Within this first semester, we reached the milestone of 2000 likes on our Facebook page.

5 CONCLUSION

This semester was very productive in terms of work done concerning my activity in particular. We successfully concluded the website's design and implementation after deciding we were building it from scratch. The main issue was the meetings where it's very hard to conciliate schedules from thirteen different people from different courses, although we are all students from IST.

I feel that the good relationship I have with the coordinator helped me to step-up and work even harder for this activity and do my best for this event to happen.

ACKNOWLEDGMENTS

I would like to thank the professor for giving me the chance to work with my great colleagues to make this event happen. I would like to thank Diogo Rato, my teammate in this entire semester and with whom I enjoyed working with. I would also like to thank the entire TEDxIST team. Without them none of

this would be possible, the good atmosphere among all the team members was crucial to make this a good personal and professional experience.

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/, 2014, [Online; last time accessed 13-January-2015].

André Joaquim My name is André de Matos Joaquim. I'm 21 years-old and I'm from Lisbon, Portugal. I concluded my BSc in Computer Science in 2014 at IST and I'm on the first year of the MSc in Computer Science with Distributed Systems as major and Software Engineering as minor.

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) **André Joaquim**, com o número **73372**, 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.

O Presidente,

Ricardo Ferreira

Ricardo J. Ferreira