

TEDxUNSW

Team Portfolios

2024



INTRODUCTION

Hello! Thanks for taking the time to read through this document :D

Outlined below are the various teams within TEDxUNSW, please read them carefully to understand the various roles and responsibilities of each department.

Teams we are currently recruiting for are:

1. Business Development
2. Curation
3. Events
4. Marketing
5. Productions

BUSINESS DEVELOPMENT

This team is largely responsible for all types of outreach with other societies and sponsors. In more detail, this includes:

- Reaching out to sponsors via cold email, calls, and other connections etc.
- Finding potential sponsors through aligning values and vision of companies
- Attending meetings with potential sponsors
- Maintaining relationships through email or by attending meetings, and keeping up our existing connections by sharing our up and coming work & events
- Liaising with other UNSW societies to form potential partnered events or performances for the UNSW community

TLDR: Responsible for all things related to outreach, researching and contacting sponsors, negotiating deals (meaning meetings!!), you will also need to be good at replying to emails.

CURATION

This team is largely responsible for reaching out to, onboarding and guiding speakers for all our events. Key responsibilities include:

- Curating speakers and performances for all events
- Building and nurturing relationships with current and potential speakers for future events
- Organising and supervising rehearsals with speakers
- Reviewing and proofreading speeches
- Collaborating closely with marketing to create speaker profiles, interviews etc.
- Working with marketing and productions on the creative direction of events
- Contributing to ideation sessions, sparking new content ideas in the TED/TEDx format for our speakers

TLDR: Responsible for everything related to the speakers, speeches and related content at TEDxUNSW events. Strong communication skills and creativity are essential.

EVENTS

The Events portfolio is in charge of managing our full range of events. As an events team member, you will:

- Organise the TEDxUNSW conference (i.e., run sheets, venues, ticketing, catering, on-the-day activities, etc.)
- Run and host events throughout the year to maintain TEDxUNSW's presence (e.g., salon events, speaker workshops and workshops targeted at UNSW students)
- Build the atmosphere for attendees in conjunction with Productions through stage design and audience engagement
- Liaise with external organisations (Arc, UNSW, Venues and Events, etc.)

TLDR: Responsible for ideating and organising TEDxUNSW events, ranging from ticketing to stage design to catering.

MARKETING

This team is responsible for TEDxUNSW being known and understood both on and off campus.

More detailed responsibilities are:

- Develop marketing campaigns and design unique content to promote TEDxUNSW events/brand.
- Attract community engagement across all our platforms (Instagram, Facebook, LinkedIn, TikTok, the website etc.)
- Identify market opportunities and gain a better understanding of customer needs.
- Communicate with and support Curation and Productions in event planning and execution.
- Any related materials that require graphic design will also pass through this team.

TLDR: Responsible for the promotion of the society and its constituent events to the campus (strong focus on communication, and creativity).

PRODUCTIONS

This team is responsible for all things media/video related; involves all technical aspects from pre-production to event day and through to post-production.

- Video and all media production, and then promotion across all our platforms (Instagram, Youtube [+ yt shorts], Facebook, LinkedIn, TikTok, the website etc.)
- Working closely with the Marketing and Events team prior to the day of the TEDx event to engage our UNSW + wider audience
- This may include promotional videos for the marketing team, street interviews and reels for our online brand and helping events with stage designs
- Making sure equipment/gear is budgeted properly with Business Development team + Treasurer
- All technical aspects that are needed for a successful event from AV to Live Stream to filming for Post Production.
- Editing the speakers' talks for the TEDx YouTube Channel and working closely with the Productions Director (executive producer) and speakers with final requests for the final edit.

TLDR: Responsible with all things related to video production, ranging from promotions, technical roles managing the live streams to post-production filming and editing all such videos.

THANKS :D



We look forward to seeing you around!
For any inquiries, feel free to reach out on Instagram or via email
below:



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tedxunswsoc@gmail.com