



TEDxUNDIP 3.0

“TEDxUNDIP Lahir Ketika Dunia Sedang Menyembuhkan Diri”

What is a 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 content and design of each TEDx event is unique and developed independently, but all of them have features in common.



TEDxUNDIP



Is organized by an independent community consisting of Diponegoro University to spread valuable ideas and spark conversation in university level. TEDxUNDIP is an event that carries the same mission as TED to share ideas, innovations, and inspire the community, especially Diponegoro University students and people of Semarang.

EVENT & PROJECT



"There has been a constant war, a war with fear. Those who have the courage to conquer it, are made free and those who are conquered by it, are made to suffer, until the death takes them."

- Alexander The Great -

Event and Project

- Responsible for **planning the concept** and rundown for the entire TEDxUndip event
- Responsible for **logistics, transportation, and consumption** needs during TEDxUNDIP activities



Structure of Event and Project

- Coordinator of Event and Project
- Project Line
- Manager (Logistic, Transport and Licensee, Food and Beverage)
- Staff (Logistic, Transport and Licensee, Food and Beverage)

Logistic and Artistic

Job description : Responsible for the decoration concept for the main event venue and project, procurement and distribution of event equipment and ensuring its condition and availability from before the event takes place.

Requirement :

- UNDIP students batch **2020** and **2021**
- **Able to be in Semarang** during the committee period
- Able to generate **creative concepts** for TEDxUNDIP decoration
- Have a flexible time and transportation
- Have a driver license (having a SIM A or C will be a nice add up)
- Can give full commitment for TEDx UNDIP all the way until the end



Transport and Licenses

Job description : Responsible for transportation and licensing for speakers and team on duty during the event and responsible for speaker accommodation during the event including lodging places.

Requirement :

- UNDIP students batch 2020 and 2021
- Able to be in Semarang during the committee period
- Have a flexible time and transportation
- Have a driver license (having a SIM A or C will be a nice add up)
- Can give full commitment for TEDx UNDIP all the way until the end

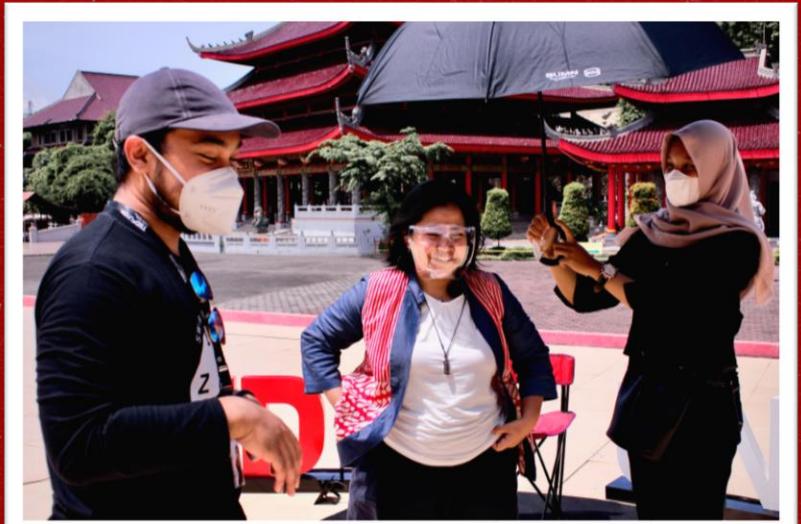


Food and Beverage

Job description : Responsible for procuring consumption for speakers, committee, and audience who are present and their cleanliness in the TEDxUNDIP 3.0 event.

Requirement :

- UNDIP students batch 2020 and 2021
- Able to be in Semarang during the committee period
- Able to bring a new concept in food and beverages team
- Able to provide a friendly and welcoming food atmosphere
- Have a good taste on different varieties of food
- Can give full commitment for TEDx UNDIP all the way until the end





“Curating a TEDx Talk takes a deeply honest and collaborative relationship that honors speakers for who they are, illuminates the ideas they want to spread and helps them step onto that red carpet, take a deep breath and go for it!”

-Jamie Sussel Turner, TEDxNavesink

Hi! Welcome to Curation team's section! Curation team is a part of TEDxUNDIP that decides who will be the speaker of our event.

What actually we do?

- Choose potential speakers that have a brilliant idea and great impact to be shared at our event
- Be the Liaison Officer (LO) of the speakers while they were in Semarang
- Responsible for ensuring that the entire events of TEDxUNDIP 3.0 are in accordance with the theme



Structure of Curation

- Coordinator of Curation
- Curators
- Staff of Curation

Here are our team criteria

- UNDIP students batch **2021**
- Have a good skill in making formal letter (e-mail)
- Have a good skill in English (both verbal and written) is preferable
- Have an experience as a Liaison Officer (LO) or Public Relations (PR) are preferable
- Have a channel or connections to many speakers that suit our event theme (will be a really nice add up)
- Have a flexible transportation (such as car or motorcycle) will be a nice add up

MARKETING

"In our factory, we make lipstick. In our advertising, we sell hope."
— Peter Nivio Zarlenga



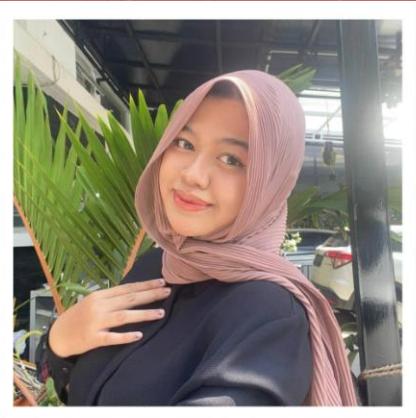
Najla



Steven



Maafa



Nabilla

Staff of Sponsorship

Jobdesc :

- Responsible for raising money through the sale of sponsorship
- Build partnerships with a financial partner and in-kind partner
- Establish good relations with partners and do CRM

Criteria :

- UNDIP students batch 2020 and 2021
- Have the experience of being a sponsorship, during interviews can explain their experience, able to show a list of company that has been approached, and have some planning to approach partner
- Eager to learn, have a good communication skill, negotiating skill, good attitude and fast respond
- Able work professionally and resilience





Staff of Media Partner

Jobdesc :

- Responsible to promote TEDx UNDIP to media partner (Local and National Partner)
- Build partnership with the potential media partners (TV, radio, newspaper, social media, etc)
- Responsible to increase brand awareness about TEDxUndip and build a good relations with partners

Criteria :

- UNDIP students batch 2020 and 2021
- Have the experience of being a media partner team, during interviews can explain the experience, can show a list of company that has been approach, and have some planning to approach media partner
- Eager to learn, have a good communication skill, writing skill, negotiating skill, good attitude, and fast respond
- Able to work professionally and resilience

Staff of Creative Funding

Jobdesc :

- Responsible to do market research and analyzing market trends
- Create an innovative strategy for gaining revenue through marketing activities (especially digital marketing)
- Help sponsorship team to raise money through creative selling

Criteria :

- UNDIP students batch 2020 and 2021
- Creative, innovative, and have the experience about selling
- Able to design (no specific platform, free to use anything platform)
- Eager to learn, have good communication skill, negotiating skill, good attitude and fast respond
- Able to work professionally and resilience



CREATIVE



“Everything you thought was drowning you, was teaching you how to swim”
“Seek for satisfaction not perfection”

Staff of Design

Jobdesc

- Create any kind of graphic design that needs to be uploaded on Tedx's social media
- Create the right visual implementation and representation of Tedx Undip themes and ideas through design
- Collaborate with the design team to ensure consistency of design across social media platforms

Criteria

- Capable of using graphic design software such as Adobe Photoshop, Illustrator, or others
- Able to think creatively way outside the box, and apply it through graphic content
- Willingness to learn and collaborate with other staff
- Those who can draw would be plus point



Staff of Video

Jobdesc

- Documenting event
- Video making afterward
- Making videos that needed to be uploaded on social media before event started

Criteria

- Basic knowledge and experience with event video editing, transitioning, soundtracking, and light adjustments
- Able to operate video editing software, such as Premiere Pro and After Effect (another software are welcome as long as u good at it)
- Those who specialized in filming and video editing are preferable



Staff of Website Development

Jobdesc

- Design and develop visually appealing websites that provide excellent user experience
- Ability to imagine and understand what a website needs from an audience point of view

Criteria

- Experienced in UI/UX design
- Those who understand how to use website applications is preferable
- Capable to make dynamic website looks po



Staff of Social Media

Jobdesc

- Build and execute social media strategy through research, messaging, and audience identification
- Generate and publish daily content that encourages community and audience to take action
- Optimize content with each platforms to increase the visibility of content that's been shared

Criteria

- Excellent conceptual and communication skills, such as writing, talking with an audience, and presenting content
- Positive and bright attitude, already have knowledge about social analytic tools
- High proficiency in Indonesia and English languages (spoken and written)
- Funny person is preferred

