

TED 和 TEDx 知识试题 考试时间: 30 分钟 每小题 5 分, 共 20 小题

DIRECTIONS: Answer the questions or finish following statements. For each of them there are 4 choices marked A, B, C and D. You should decide on the best choice and mark the corresponding letter on **ANSWER SHEET 1**.

1. What's the slogan of TED?
A. Rethink, enquiry, diffusion. B. Ideas worth spreading.
C. Thought leads change. D. Ahead of the times.
2. TEDx is a global program that is brought to life by thousands of individuals all over the world – which calls for some ground rules. Here, you'll find the complete set of rules for organizing a TEDx event, from start to finish. The rules are _____ and _____ for all TEDx event organizers. Because it's both our job and yours to maintain the integrity of the TEDx vision.
A. flexible; optional B. flexible; mandatory
C. non-negotiable; optional D. non-negotiable; mandatory
3. A TEDx event may not exceed _____ in length.
A. one day B. two days
C. half a day D. 6 hours
4. Standard TEDx events can hold up to _____ guests for their gathering. Only individuals who have attended _____ can organize an event with more than 100 attendees.
A. 100; multiple TEDx events B. 500; multiple TEDx events
C. 100; an official TED conference D. 500; an official TED conference
5. TEDx events can be named after _____.
A. regions B. buildings
C. cities D. organizations
6. A minimum of _____ official, pre-recorded TED Talks must be shown at events which are less than half a day in length. For longer events, _____ of the total number of talks must be official, pre-recorded TED Talks from the TED.com/talks library.
A. one; 20% B. two; 20%
C. one; 25% D. two; 25%
7. You can charge an attendance fee for a TEDx event. Tickets can be no more than _____ USD (including any third-party ticketing process fees) and should go towards event and operating costs.
A. \$50 B. \$100
C. \$500 D. \$1,000
8. Sponsors of your event _____ be speakers and/but _____ present from the stage.
A. can; cannot B. cannot; can
C. can; can D. cannot; cannot
9. No talk can exceed _____ minutes in length.
A. 17 B. 18
C. 19 D. 20
10. Which statement is **INCORRECT** according to *TEDx Content Guidelines*?
A. No selling from the stage.
B. No political agendas.
C. No religious proselytizing excluding new age beliefs.
D. Only good science.
11. In a TEDx event logo, the 'x' in 'TEDx' stands for _____.
A. shared TED event B. independently organized TED event
C. officially recognized TED event D. "TED" is coming to [location]

12. Photos of TEDx events must be released under a _____ license.
- General Public (GPL)
 - Apache
 - Mozilla
 - Creative Commons (CC)
13. Sponsor logos may only be shown on one slide at the beginning and end of each video. Slides related to sponsors must appear in the following sequence:
- General event intro graphics (_____)
 - Your TEDx event logo (_____)
 - Sponsor pre-roll card (cannot exceed __ seconds)
 - Talk (Required)
 - Sponsor pre-roll card (cannot exceed __ seconds)
 - Post-roll card (Optional)
- Required; Required; 3; 3
 - Required; Required; 5; 5
 - Optional; Required; 3; 3
 - Optional; Required; 5; 5
14. A short, official video introduction must be played at the beginning of your event. Playing this video is not optional; the purpose of the video is to make sure that your audience _____, and _____.
- understands the rules in the theater; ways to escape in case of emergency conditions
 - know more about current event; the difference between it and TED
 - understands what TEDx is; the difference between it and TED
 - all above
15. Which of the following statements is true?
- TEDx events may never pay speakers. No one can pay to be included in the program. Speakers at your event cannot sponsor any part of your event, in-kind or otherwise.
 - Organizers can be speakers at events to which they contribute.
 - Speakers needn't avoid the misuse of scientific language to make unsubstantiated claims.
 - Speakers at TEDx events cannot sign their books
16. Use your event's _____ logo. Don't use the _____ logo at any time, and don't allow journalists to use it.
- TED; TEDx
 - TEDx; TED
 - TED; TED
 - TEDx; TEDx
17. You must record _____ on video. After your event, you must make this video accessible to TED and the public via the TEDx YouTube channel by uploading to the TED Media Uploader.
- live talks
 - live talks & performances
 - all original stage content
 - modified stage content
18. Which of the following statements is **NOT** true?
- You may not use your event to make money, or to raise funds for charities or other organizations.
 - TEDx events can organize separate ticketed TEDx-branded fundraising events or use crowdfunding platforms.
 - If a prospective sponsor and their industry are not listed in either of prohibited sponsor list or prohibited industries list, then they may be contacted without prior approval from TED.
 - TEDx events cannot solicit donations at their TEDx events or through a donation button on a website.
19. Your website needs to include information about your _____, a description of your _____, the date and location of your event, and information about TEDx and TED.
- sponsors; budget
 - live speakers; venue
 - pricing; products
 - TED event; attendees
20. Which of following content is acceptable on your website?
- Cigarette companies
 - Online gambling organizations
 - Weapons manufacturers
 - Event schedule