**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?

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| --- | --- |
| 1. Rethink, enquiry, diffusion. | 1. Ideas worth spreading. |
| 1. Thought leads change. | 1. Ahead of the times. |

1. 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.

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| --- | --- |
| 1. flexible; optional | 1. flexible; mandatory |
| 1. non-negotiable; optional | 1. non-negotiable; mandatory |

1. A TEDx event may not exceed \_\_\_\_\_\_\_ in length.

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| --- | --- |
| 1. one day | 1. two days |
| 1. half a day | 1. 6 hours |

1. 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.

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| --- | --- |
| 1. 100; multiple TEDx events | 1. 500; multiple TEDx events |
| 1. 100; an official TED conference | 1. 500; an official TED conference |

1. TEDx events can be named after \_\_\_\_\_\_\_.

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| --- | --- |
| 1. regions | 1. buildings |
| 1. cities | 1. organizations |

1. 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.

|  |  |
| --- | --- |
| 1. one; 20% | 1. two; 20% |
| 1. one; 25% | 1. two; 25% |

1. 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.

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| --- | --- |
| 1. $50 | 1. $100 |
| 1. $500 | 1. $1,000 |

1. Sponsors of your event \_\_\_\_\_\_\_ be speakers and/but \_\_\_\_\_\_\_ present from the stage.

|  |  |
| --- | --- |
| 1. can; cannot | 1. cannot; can |
| 1. can; can | 1. cannot; cannot |

1. No talk can exceed \_\_\_\_\_\_\_ minutes in length.

|  |  |
| --- | --- |
| 1. 17 | 1. 18 |
| 1. 19 | 1. 20 |

1. Which statement is **incorrect** according to *TEDx Content Guidelines?*

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| 1. No selling from the stage. |
| 1. No political agendas. |
| 1. No religious proselytizing excluding new age beliefs. |
| 1. Only good science. |

1. In a TEDx event logo, the 'x' in 'TEDx' stands for \_\_\_\_\_\_\_.

|  |  |
| --- | --- |
| 1. shared TED event | 1. independently organized TED event |
| 1. officially recognized TED event | 1. "TED" is coming to [location] |

1. Photos of TEDx events must be released under a \_\_\_\_\_\_\_ license.

|  |  |
| --- | --- |
| 1. General Public (GPL) | 1. Apache |
| 1. Mozilla | 1. Creative Commons (CC) |

1. 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)

|  |  |
| --- | --- |
| 1. Required; Required; 3; 3 | 1. Required; Required; 5; 5 |
| 1. Optional; Required; 3; 3 | 1. Optional; Required; 5; 5 |

1. 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 \_\_\_\_\_\_\_.

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| 1. understands the rules in the theater; ways to escape in case of emergency conditions |
| 1. know more about current event; the difference between it and TED |
| 1. understands what TEDx is; the difference between it and TED |
| 1. all above |

1. Which of the following statements is true?

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| --- |
| 1. 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. |
| 1. Organizers can be speakers at events to which they contribute. |
| 1. Speakers needn’t avoid the misuse of scientific language to make unsubstantiated claims. |
| 1. Speakers at TEDx events cannot sign their books |

1. Use your event's \_\_\_\_\_\_\_ logo. Don't use the \_\_\_\_\_\_\_ logo at any time, and don't allow journalists to use it.

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| --- | --- |
| 1. TED; TEDx | 1. TEDx; TED |
| 1. TED; TED | 1. TEDx; TEDx |

1. 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.

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| --- | --- |
| 1. live talks | 1. live talks & performances |
| 1. all original stage content | 1. modified stage content |

1. Which of the following statements is **not** true?

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| 1. You may not use your event to make money, or to raise funds for charities or other organizations. |
| 1. TEDx events can organize separate ticketed TEDx-branded fundraising events or use crowdfunding platforms. |
| 1. 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. |
| 1. TEDx events cannot solicit donations at their TEDx events or through a donation button on a website. |

1. 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.

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| --- | --- |
| 1. sponsors; budget | 1. live speakers; venue |
| 1. pricing; products | 1. TED event; attendees |

1. Which of following content is acceptable on your website?

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| --- | --- |
| 1. Cigarette companies | 1. Online gambling organizations |
| 1. Weapons manufacturers | 1. Event schedule |