

TEDx SPEAKER GUIDE

YOU'VE BEEN SELECTED TO GIVE A **TEDx** TALK.

→ PROPS TO YOU ←

YOU'RE DOING GOOD WORK. KEEP IT UP.

AS YOU PREPARE FOR YOUR TALK, KEEP IN MIND THESE

★★★ GUIDING PRINCIPLES ★★★

THEY'VE WORKED FOR OTHERS. THEY'LL WORK FOR YOU.

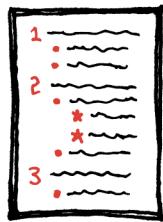
* 1 GET FAMILIAR
WITH THE FORM



* 2 DEVELOP
AN IDEA



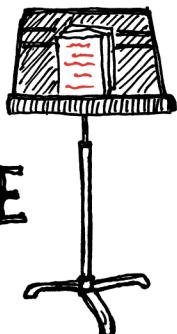
* 3 MAKE AN OUTLINE
AND SCRIPT



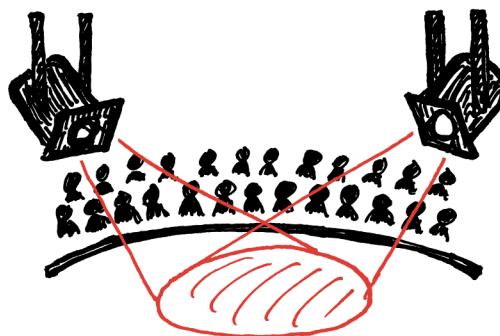
* 4 CREATE
SLIDES



* 5 REHEARSE



* 6 GIVE YOUR TALK



* 7 SAVOR
THE GLORY

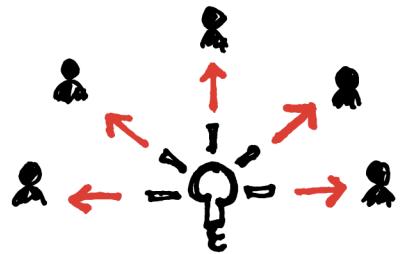


*1 GET FAMILIAR WITH THE FORM

18:00

WHAT IS A TEDx TALK?

A SHOWCASE FOR SPEAKERS PRESENTING
WELL-FORMED IDEAS IN **UNDER 18 MINUTES**



WHY 18 MINUTES?

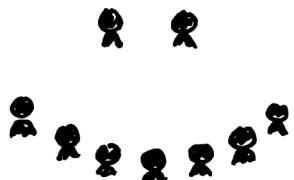
BECAUSE IT WORKS



SHORT CHUNKS

+
ONE SUBJECT AT A TIME

=
HAPPY AUDIENCE



BUT, REALLY, CAN I GO OVER 18 MINUTES?

NO!

You might not even need 18. JOE SMITH DID IT IN 5.
WATCH AND LEARN. THEN GO WASH YOUR HANDS.

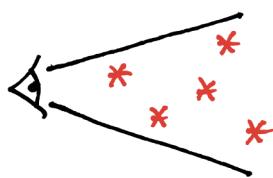
*2

DEVELOP AN IDEA



WHAT MAKES A GOOD IDEA FOR A TALK?

TAKE EVIDENCE OR OBSERVATIONS AND DRAW A LARGER CONCLUSION



SOMETHING
NEW

SOMETHING
SURPRISING

OLD IDEA
IN NEW LIGHT
CHALLENGE
A BELIEF

DO I NEED TO BE AN EXPERT ON MY TOPIC?

THE EXPERT, NO. AN EXPERT, YES.

THE AUDIENCE IS COUNTING ON YOU

* CHECK YOUR FACTS!

* USE RELIABLE SOURCES

* CONSULT WITH OTHER EXPERTS



IS MY IDEA READY?

WRITE DOWN YOUR IDEA IN ONE OR TWO SENTENCES:

THEN ASK YOURSELF THESE QUESTIONS:

→ **IS MY IDEA NEW?** ←

→ **IS IT INTERESTING?** ←
(TO A BROAD AUDIENCE)

→ **IS IT FACTUAL AND REALISTIC?** ←
(CAN YOUR CALL TO ACTION BE EXECUTED?)

IF YOU ANSWERED 'NO' TO ANY OF THESE, REFINE YOUR IDEA.

THEN ASK SOMEONE YOU RESPECT WHO IS NOT IN YOUR FIELD THOSE THREE QUESTIONS. THEN ASK YOUR TEDx EVENT ORGANIZING TEAM.

KEEP REFINING UNTIL YOU GET '**YES**' ACROSS THE BOARD.

*3 MAKE AN OUTLINE AND SCRIPT



WHAT IS THE BEST STRUCTURE FOR A TALK?

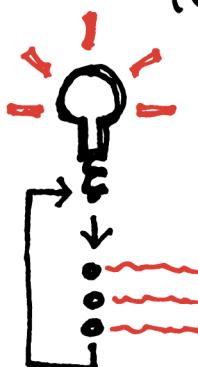
→ TRICK QUESTION ←

THERE IS NO ONE BEST STRUCTURE THAT WORKS FOR EVERYONE.

BUT HERE IS ONE THAT HAS WORKED FOR A LOT OF PEOPLE:

1. MAKE YOUR AUDIENCE CARE

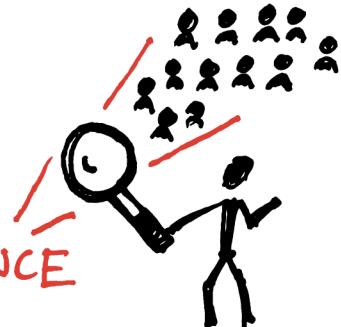
(USING A RELATABLE EXAMPLE
OR INTRIGUING IDEA)



2. EXPLAIN YOUR IDEA

(CLEARLY AND WITH CONVICTION)

3. DESCRIBE YOUR EVIDENCE



4. CALL TO ACTION

(THE HOW AND WHY OF
IMPLEMENTING YOUR IDEA)



5. REVEAL THE NEW REALITY →

(HOW THE LIVES OF AUDIENCE
MEMBERS WILL BE AFFECTED
IF THEY ACT ON YOUR IDEA)



CHECK OUT NANCY DUARTE'S
TALK TO HEAR ABOUT THE
BENEFITS OF BOUNCING BETWEEN
THE OLD AND THE NEW
THROUGHOUT YOUR TALK



(MORE TIPS FOR EACH OF THESE COMPONENTS IN THE TEXT-ONLY VERSION OF THIS GUIDE)

WHATEVER STRUCTURE YOU DECIDE ON, REMEMBER:

* YOUR GOAL IS TO COMMUNICATE AN
IDEA EFFECTIVELY, NOT TO TELL A
STORY OR EVOKE EMOTIONS. THOSE ARE
TOOLS, NOT AN END IN THEMSELVES.

* YOUR STRUCTURE SHOULD BE INVISIBLE
TO THE AUDIENCE: DON'T TALK ABOUT
HOW YOU'RE GOING TO TALK ABOUT
YOUR TOPIC - JUST TALK ABOUT IT!

*4 CREATE SLIDES



SHOULD I USE SLIDES?

WILL SLIDES:

CLARIFY INFORMATION FOR THE AUDIENCE

DISTRACT AND CONFUSE THE AUDIENCE

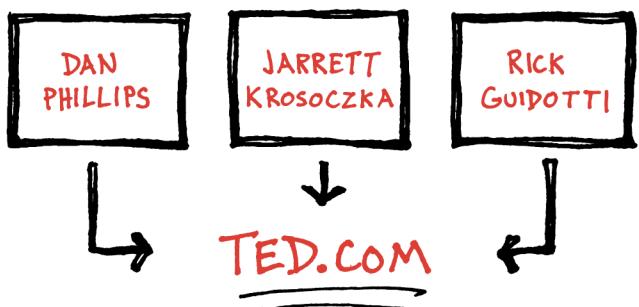
YES!

BUT KEEP IT SIMPLE

NO!

STICK TO YOUR WORDS

FOR EXAMPLES OF GOOD SLIDE USE, CHECK OUT THE TALKS BY:



I'VE NEVER MADE SLIDES BEFORE. WHERE DO I START?

* KEEP IT SIMPLE!

(PHOTOGRAPHIC IMAGES RUNNING EDGE-TO-EDGE WORK GREAT)

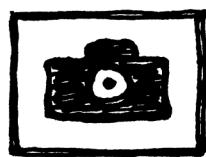
* IF THEY INVOLVE TYPE, CONSIDER WORKING WITH A DESIGNER

* SEEK ADVICE FROM YOUR EVENT ORGANIZER

WHAT GOES IN MY SLIDES?

* IMAGES AND PHOTOS

(TO HELP THE AUDIENCE REMEMBER A PERSON, PLACE, OR THING YOU MENTION)



* GRAPHS AND INFOGRAPHICS

(KEEP IT CLEAR, EVEN IF THE CONTENT IS COMPLEX)



--> * ONE POINT PER SLIDE

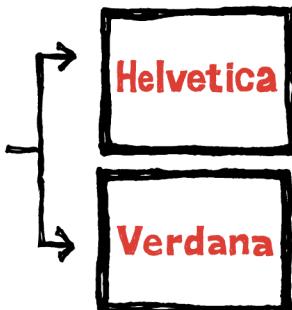
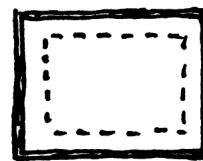
* AS LITTLE TEXT AS POSSIBLE



... * NOT BULLET POINTS

HOW SHOULD THE SLIDES BE FORMATTED?

- * CHECK WITH YOUR EVENT ORGANIZING TEAM REGARDING TECH SPECS
- * USE THE BROADCAST-SAFE ZONES IN POWERPOINT OR KEYNOTE (DON'T PUT INFO OR VISUALS IN THE FAR CORNERS)
- * USE A FONT SIZE OF 42 OR LARGER
- * USE A COMMON SANS SERIF FONT OVER A SERIF FONT



WHAT IMAGES CAN I USE?

ONLY ONES THAT YOU OWN OR HAVE PERMISSION TO USE

* BE CAREFUL WITH THIS ONE! *

IF YOU USE AN IMAGE UNDER A CREATIVE COMMONS LICENSE, CITE THE SOURCE AT THE BOTTOM OF YOUR SLIDE.



CREATIVECOMMONS.ORG



ATTRIBUTION

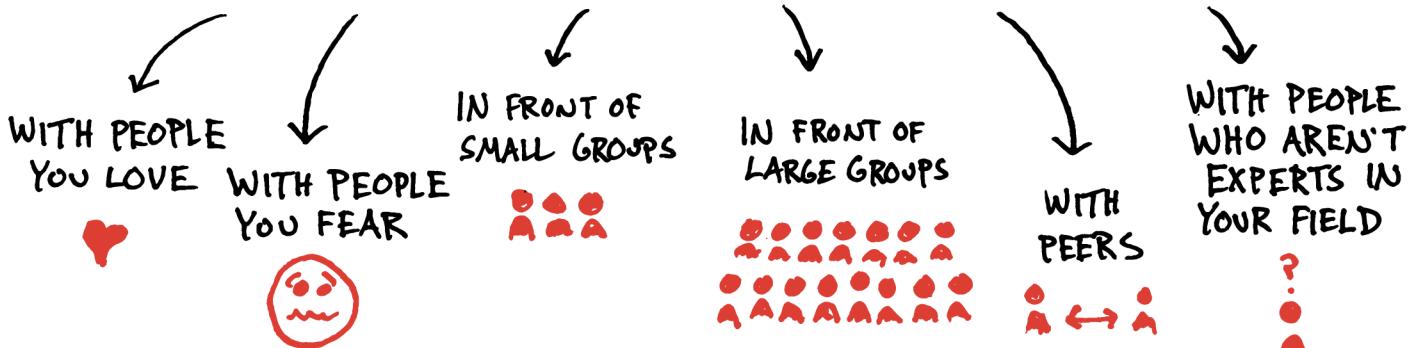
* 5 REHEARSE



I'VE SAID MY TALK ONCE IN MY HEAD. IS THAT ENOUGH?

NO!

REHEARSE, REHEARSE, REHEARSE!



ACCEPT CRITICISM, LEARN FROM IT, AND KEEP REHEARSING

***TIP:** MAINTAIN A NATURAL VOICE BY IMAGINING YOU'RE SPEAKING TO
JUST ONE PERSON IN A SPONTANEOUS ONE-WAY CONVERSATION



POSTURE

* PRACTICE STANDING STILL.
HAVE A FRIEND WATCH AND STOP
YOU FROM PACING BACK AND FORTH OR
SHIFTING YOUR WEIGHT FROM LEG TO LEG.

TIMING



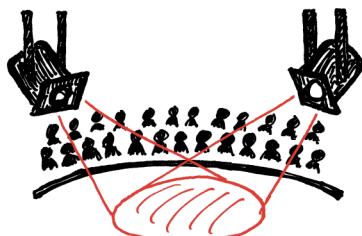
* TIME YOURSELF. PRACTICE WITH
A CLOCK WINDING DOWN IN FRONT
OF YOU. DO IT UNTIL YOU GET
THE TIMING RIGHT EVERY TIME.

STAGE TIME

* GET AS MUCH ON STAGE PRACTICE AS YOU CAN, WITH AS CLOSE TO ACTUAL
CONDITIONS AS POSSIBLE: COUNTDOWN CLOCK, CONFIDENCE MONITOR (THE ONE ON
STAGE THAT FACES YOU SO YOU CAN SEE WHAT SLIDE YOU'RE ON), CLICKER AND ALL.

* 6 GIVE YOUR TALK

INHALE → EXHALE → DO IT LIKE
YOU PRACTICED



* 7 SAVOR THE GLORY



CONGRATULATIONS!
→ YOU'RE DONE ←

BASK IN THE PRAISE YOU GET OVER HOW
YOU SEEMED SO RELAXED AND SPONTANEOUS.