

TED^x MITS
x = independently organized TED event



TED^x

TED^xMIT GUIDELINES

What is a TED^x Talk?

A TED^x Talk is a showcase for speakers presenting great, well-formed ideas in under 18 minutes. If you haven't seen a TED^x talk, we recommend you to watch this one:

Phil Plait: How to defend Earth from asteroids.

The audience

The speaker will have an audience of one hundred. The talk will be accessible online, and may end up on the TED.com site, where talks are viewed up to 100,000 times.

What can the speaker talk about?

The talk can be either about something that's new and surprising like an idea or invention that the audience has never heard about. The speaker can also choose to present a great basic idea (That your audience has maybe already heard.) with a compelling new argument behind it that challenges beliefs and perspectives.

What makes a Great TED^x talk


TED^x Talks are known for their exceptional presentation. TED specifies some general rules regarding the content of the talks:

Rule 1: No selling from the stage.

Rule 2: No political agendas.

Rule 3: No religious proselytizing (including new age beliefs).

Rule 4: The talk should not exceed 18 minutes.



In addition, we have put together some useful suggestions from TED^x speakers to help you in preparing the speech and for presenting it in the most engaging way synonymous with TED^x Talks.



1. Present one great idea

“An idea isn’t just a story or a list of facts. A good idea takes evidence or observations and draws a larger conclusion”

Do not prepare the talk like a lecture as TED^x talks explore a single idea with unwavering focus. Even if you are presenting multiple points, make sure they have direction. Present your idea to the audience as soon as possible.

2. Set a time limit


“Shorter talks are not lesser talks. It may only take 5 minutes to make your point unforgettable”

If you're still not convinced and are asking the question, Can I go over 18 minutes?

No. It wouldn't be a TED^x Talk. The time limit is part of what makes TED^x Talks work.

One method of approaching this time limit is to make a list of all the evidence you want to use: Think about items that your audience already knows about and the things you'll need to convince them of.

Order all of the items in your list based on what a person needs to know before they can understand the next point, and from least to most exciting. Now cut out everything you can without losing the integrity of your argument.



3. Collaborate

Consider making the list with a trusted friend, someone who isn't an expert in your field. Ask yourself and your friend three questions:

3.1 Is my idea new?

Are you telling people something you're pretty sure they have not heard before?

3.2 Is it interesting?

Think about how your idea might apply to a room full of varied kinds of people.

3.3 Is it factual and realistic?

If you are presenting new research, make sure your idea is backed by data and peer reviewed. If you are presenting a call to action, make sure it can be executed by members of your audience.

4. Make an outline and script and practice

"Once you're settled on your outline, start writing a script. Be concise, but write in a way that feels natural to you. Use present tense and strong, interesting verbs."

There's no single trick to it, but here is at least one structure that we've found to work particularly well:

1. Start by making your audience care, using a relatable example or an intriguing idea.
2. Explain your idea clearly and with conviction.
3. Describe your evidence and how and why your idea could be implemented.
4. End by addressing how your idea could affect your audience if they were to accept it.

5. Create slides

Slides can be helpful for the audience, but they are by no means necessary or relevant to every talk.

Ask yourself:

Would my slides help and clarify information for the audience, or would they distract and confuse them?

Note anything in your outline that is best expressed visually and plan accordingly in your slides.

6. Stay away from notes

“TED discourages long talks, podiums or readings”

This isn't for everybody – but it's certainly worth noting that according to the best speakers in the world, notes are considered to be a thing of the past.

7. Rehearse

Rehearse, rehearse, rehearse.

Rehearse until you're completely comfortable in front of other people: different groups of people, large groups, peers, people who aren't experts in your field. Listen to the criticisms and rehearse, rehearse, rehearse.


Time yourself. Practice with the clock winding down in front of you. Do it until you get the timing right every time.

If someone says you sound “over-rehearsed,” this actually means you sound stilted and unnatural. Keep rehearsing, and focus on talking like you're speaking to just one person in a spontaneous one-way conversation.



8. **Avoid industry jargon**


Don't use too much jargon, or explain new terminology. Spend more time on new information: If your audience needs to be reminded of old or common information, be brief.



9. **Savor the glory**

Congrats, you're done!

Bask in the praise you get over how you seemed so relaxed and spontaneous.



A large crowd of people is shown in a dimly lit setting, bathed in a strong red light. The audience is diverse, with individuals of various ages and ethnicities visible. Some are looking towards the camera, while others are looking away. The overall atmosphere is one of a large-scale public event.

TED^xMITs

x = independently organized TED event