

TED^x

Oshkosh

x = independently
organized TED event





March 2, 2021

Dear Potential Speaker,

We are excited that you are interested in our upcoming 5th “annual” event, **TEDxOshkosh 2021**, an independently organized TED event happening on November 20, 2021. If you are interested in applying to speak at our event, this document will outline some of the details of the event, speaking process, and provide a link to the application form.

TEDxOshkosh is a local, independently organized event curated by the TEDxOshkosh team. Our goal is to create a TED-like experience here in Oshkosh, with an event consisting of speakers giving their own TEDx talks to an eager audience. At its core, the fundamental goal of TED and TEDx is to spread great ideas, mostly through worldwide dissemination of TED and TEDx talks online. We hope our TEDxOshkosh talks will touch upon themes which impact our local community while also being of interest to a global audience. This is a licensed event, meaning that the rules and regulations we abide by are set forth by the TED organization.

If chosen to speak, we will assist you during the preparation process to craft your talk in a way that fits TED and TEDxOshkosh. Your talk will be filmed live at the event, and posted on the TEDx YouTube channel. The maximum length for a TED or TEDx talk is 18-minutes (but many exceptional talks are much shorter). Your talk may be on any topic you are interested in that you feel would fit the TED format. Please remember that it is the idea, not the speaker, that is the focus. If you have an “Idea Worth Spreading” we want to hear from you!

After reading through this packet of materials, if you are so inclined, please submit an application to speak by May 1, 2021.

All the best,

The TEDxOshkosh Team

www.TEDxOshkosh.com

Executive Summary

This is a TL;DR for this packet. This does not mean that you should not read the packet. This is just the bullets.

What: TEDxOshkosh 2021

Where: The Grand Oshkosh, Oshkosh, WI

When: November 20, 2021

What: Ideas Worth Spreading

We are accepting applications for Ideas Worth Spreading for TEDxOshkosh 2021 until May 1, 2021.

Length: Between 3 and 18 minutes. Some of the best talks are under 6 minutes.

How: Focus on only the main point you wish to spread. Think narrow and deep, not wide and shallow.

What Else Takes Up These Pages: General information about TED, TEDx, and TEDxOshkosh, Tips on designing your Idea and talk, and Deadlines

Frequently Asked Questions:

What is TED? (What does TED stand for?)

TED is an initiative of the Sapling Foundation, a non-profit organization dedicated to *Ideas Worth Spreading*. The heart of TED is the TED Conference, held annually on the West Coast of North America. Additional TED conferences have been developed around the world, including TEDGlobal, TEDWomen and TEDYouth. More than one thousand people attend the five-day TED Conference consisting of talks about **T**echnology, **E**ntertainment, and **D**esign (the impetus for the original acronym) and so much more (TED has expanded to include science, business, the arts, and the global issues facing our world). Over 70 speakers appear on the main stage to give talks (at a maximum length of 18-minutes and many much shorter), including music, performance, and comedy.

About TEDx

TEDx was created in the spirit of TED's mission of *Ideas Worth Spreading* to give communities, organizations, and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level. At TEDx events, a series of live presenters spark deep conversations and connections through their talks. These are supplemented by videos curated from the TED archive.

About TEDxOshkosh

TEDxOshkosh will be our third annual event. Our first event, in 2016, was capped (by TED rules) to a maximum in person attendance of 100. The event was sold out. TEDxOshkosh Co-Organizer Michael Rust has attended TEDFest, a collection of 500 TEDx Organizers from around the world, allowing the 100 person cap to be lifted for 2017 and beyond. 2017 saw in-person attendance of over 300 and 2018 saw a 10% growth in in attendance! 2019 received the best audience satisfaction reviews of any year! We began planning our 4th Annual event for 2020, but it was postponed to 2021 due to the pandemic. The videos from TEDxOshkosh 2016, 2017, 2018, and 2019 are all available on YouTube and have garnered over a half million (500,000) video views!

TEDxOshkosh 2021 Event Logistics

Where: The Grand Oshkosh
100 High Avenue, Oshkosh, Wisconsin, USA

When: Saturday, November 20, 2021, 8am – 3:30pm (See more details on the *Speaker Timeline* below)

Interested in Being a Speaker?

Speakers come from all walks of life, disciplines, and industries, but what they all have in common is an idea and the passion to share it. Everyone has an opinion or a story to tell, but we're not seeking entertainers, evangelists, pseudo-science, or marketers. Nor are we seeking professional speakers or recycled speeches. We're seeking truly unique ideas. Ideas worth spreading.

As a speaker, your objective will be to share your idea in an engaging way and to answer the question "Why?" Why do you care? Why should the attendees care? Why does your idea deserve to be on stage? If you are up to the challenge and passionate about your idea, we'd love to hear from you.

Per TED guidelines, speakers are not paid to speak at TEDx events. We intend to make this a mutually beneficial relationship by giving your idea a powerful platform to flourish.

Becoming a Speaker

1. Research – In addition to reading this document, we encourage you to watch some TED and TEDx talks online (specifically the TEDxOshkosh talks). Also consider visiting some of the additional resources listed under *Crafting a Great TEDx Talk*
2. Apply – Fill out the Speaker Application at www.TEDxOshkosh.com by **May 1, 2021 at 5:00pm CDT**.
3. Review & Selection – Our speaker selection committee will review all proposals received and will notify finalists by mid-May, 2021. If selected as a finalist, you will be invited for an interview in Early June 2021.
4. Curate & Refine – If selected, we will begin working with you to perfect and expand your idea and presentation in the timeframe allotted.

Speaker Requirements

Deadlines: At specific deadlines, you will be required to submit a variety of information, such as a biography, speaker release form, talk outline, and pertinent digital slides, if applicable. These deadlines are important as we cannot plan the event without them. These deadlines are noted in the *Speaker Timeline* below.

Working Together: As a speaker, you will work alongside TEDxOshkosh organizers to help present your idea the best way possible, including being open to edits and suggestions to your talk's outline as it evolves. Though you may know your topic best, we know our attendees and TEDx's purpose. By working together we can best present your idea.

Attendance: You may also be required to rehearse your talk virtually and/or in person in the weeks leading up to the event as your presentation is refined. On the day of the event, we ask that you plan to attend the full event, as attendees and other speakers may want to further discuss your idea.

Guidelines for Your Talk

Your talk should run between 3 and 18 minutes, so it should be focused and sharp. You think there's no way your complex topic could ever fit into 18 minutes? Consider the wonderful [TED talk on neuroscience](#) that clocks in at less than 6 minutes. If you exceed your time, the coordinator will end your talk and your talk may not be included in the TED archives. The goal is not to hit 18 minutes – the goal is to speak for only as long as your idea requires! The TEDxOshkosh organizers will work with you to determine the time allotted for your individual idea.

Your talk should go deep, rather than broad. It can include visual slides that develop your idea. Corporate, political, or religious plugs from the stage are an abuse of the TEDx platform and are unacceptable. Pitching products and services or looking for funding are also strictly prohibited.

The TED format does not utilize teleprompters or lecterns, nor should TED speakers rely on notes or notecards. The TED style asks speakers to know their information well, in order to give the best possible presentation.

Crafting a Great TEDx Talk

- [The TED Commandments](#) – These are given to speaker before the main TED Conference, and offer a succinct glimpse at the basics of being a TED speaker.
- Be sure to watch the TED talk by June Cohen, Executive Producer of TED Media, called, "[What makes a great TED Talk?](#)" Here are some highlights:

Tell a Story

It's not just relating facts. It's not just a lecture. A great speaker takes you on a journey. They tell you a story. It doesn't matter if it's about bacteria, architecture, fish, or climate change. Part of telling a good story is being personal. The story should tell us something about you. You don't have to be confessional. The personal story is the way each of us related to an individual TED talk. We may not know anything about the subject matter – we may not even have thought we cared about it. Speak on both success and failure. We can then relate to the personal story and the person.

Don't Lose the Audience

Often, speakers who are experts in their own area will race ahead of the audience. Many speakers are used to addressing people in their own field. Scientists are used to talking to scientists. Artists are used to talking to artists. Avoid industry jargon. The audience needs to be able to follow along with you throughout the whole talk.

Contagious Emotion

People want to share something when they've seen something emotional. People also want to share something that teaches them something new. If they have learned something really important that feels urgent to them, they want to pass it on.

Focus

You're probably used to a much longer time than allotted. There's only time for one main idea. You might want to tell everything. You might want to have multiple ideas and get it all under your time. Focus on one idea. Do not rush things or leave things out. Tell Us Something New Is this a fresh take? What's something we haven't heard before? Is this a new angle on an old topic? Is this new and relevant?

Rehearsal

The difference between a mediocre talk and a great talk is rehearsal. It may sound cliché, but practice does make perfect. Even for experienced speakers, the audience can tell when a talk has been well rehearsed. The ideal speaker will speak slowly and clearly, will deliver their speech mostly by memory, and will be passionate and engaging.

- The [Illustrated Guide for TEDx Speakers](#) offers insights into the preparation process for giving a TED talk.
- Chris Anderson, the Curator of TED and founder of the Sapling Foundation, recently wrote [TED Talks: The Official TED Guide to Public Speaking](#) available in print and audiobook. The Winnefox Library System has many copies of this book available in [various formats](#).
- Watch some [TED talks](#), especially the [TEDxOshkosh 2016, 2017, 2018, and 2019 talks](#). These will give you a great sense of the style and format. It will also allow you to see the amazing things that can be accomplished in “only” 18 minutes.

Speaker Timeline

May 1, 2021: *Applications due*

Submit your online application at www.TEDxOshkosh.com. Applications close on May 1, 2021 at 5:00 pm CDT.

Mid-May, 2021: *Finalists chosen*

Applicants will receive an email from the TEDx coordinator about their status as a speaker. If chosen as a finalist, we will work together to set up a mutually convenient time for you to come in for an in-person interview (video conferencing may be available for those from further away).

June, 2021: *Finalists come for interviews*

This will primarily consist of learning more about your idea and how you hope to present it, as well as answering any question you might have.

By July 12, 2021: *Speakers chosen and notified*

If you are chosen, we will send you a program contract to confirm your participation

By July 22, 2021: *Speaker contract, headshot, biography, and release due*

Your first deadline! As a part of the TED family, there are certain requirements of releases and contracts that need to be completed.

Your photo will be used on the website and in other advertising materials to announce your participation as a speaker, as well as a 100-150 word biography.

We can't announce you as a speaker until we have these things, so get them in right away so the world can get excited to hear your Idea Worth Spreading!

August 9, 2021: *Outline of talk due*

Speech outline. Bullet points or other methods to highlight the points you want to make. Complete text is not necessary at this time The TEDxOshkosh team will provide you with feedback and suggestions.

September 10, 2021: *Full-text draft of talk due*

Full-text written draft. *NOTE: If your talk references the work of others, now is the time to provide those references.* The TEDxOshkosh team will provide feedback.

September 15, 2021: *Schedule live draft presentation (in-person or Zoom) **OR plan to submit a pre-recorded video of your complete talk***

So we may see and hear your presentation, please choose **one of**:

- Contact the Speaker Support team to schedule a *live* presentation of your ready-to-present talk either in person or via Zoom
- Notify Speaker Support team that you will prepare and provide (eg. via a private YouTube video link) a video of your ready-to-present talk

October 4-22, 2021: *Present live or video of your entire talk to the TEDxOshkosh team*

This will be presented in final form. This is our last chance to smooth out the final presentation and get ready for the big day.

Early October, 2021: *Continue Honing Your Talk*

Work with your speaker mentor and speaker support team to craft an Idea Worth Spreading.

October 22, 2021: *Digital media (such as slides) due*

Submit the digital media you will display during your talk to the speaker support team. Important: if you use the work of others in this media, you **MUST** obtain permission, and include that reference in the media.

Late October & November, 2021: *Stop Editing! Start Rehearsing!*

No more tinkering, tweaking, changing, or editing. Now is time to rehearse. Experience has taught us that at least two complete rehearsals per day for a month is what it takes for it to gel and become a part of you. Seriously – 2 times per day for 4 weeks. Really. We're not kidding – it truly makes a difference, and you'll go on stage confident and ready if you do this.

November 19, 2021: *Sound Check & Speaker Dinner*

On the evening prior to the event, the speakers will need to do a sound check (levels) in the Grand Oshkosh. This will also give you an opportunity to see the space, the backdrop, try the technology, and ask any last minute questions. Attendance at this is mandatory.

This evening there will also be the TEDxOshkosh Speaker Dinner. This will be an opportunity for the speakers to meet and talk with each other, the planning team, and others in the TEDxOshkosh community.

November 20, 2021: **TEDxOshkosh 2021**

Here it is. Where all of your work has been leading. We ask that our speakers stay for the whole event, making yourself available to converse with audience members during breaks after your talk. You never know who will be in the audience who might be able to make your dreams a reality. You will also be our guest for the reception after the event, taking place in the Grand Lounge.

The talks given at the event will be filmed live, edited, and typically posted online within 6 weeks of the event itself.

Questions? Please contact us at info@tedxoshkosh.com.

On the following page you will find a copy of the speaker release form that is required of all TEDx speakers. You are not required to sign this now, but it is required to be signed and returned to the organizing team by the deadline above. No exceptions.

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TEDx Oshkosh SPEAKER RELEASE ("TEDx")

Thank you for contributing to the TEDx Community. Our goal is for your upcoming TEDx Talk to be widely distributed across a range of media platforms around the world. In order to do so, please review and if agreed, sign the speaker release below. Please note that if the materials in your TEDx Talk are not properly licensed, the Talk may be (i) rejected for publication, (ii) taken down from the TEDx YouTube channel by a copyright owner, and/or (iii) targeted for legal action due to infringement. Please complete this form, make copies for your records and fax/email to your TEDxOshkosh contact: Michael Rust at 920-236-1076 or mrust@tedxoshkosh.com

1. Scope. TEDxOshkosh will be recording all the presentations at the TEDx event to be held November 20, 2021 (the "Event"). The Event is operated under license of TED Conferences, LLC located at 330 Hudson Street, 11th Floor, New York, NY 10013 ("TED"). This release (the "Release") represents our agreement concerning your participation at the Event. In consideration for the platform provided to you and in support of the goal of "ideas worth spreading", you agree that: (i) you have created your own presentation; (ii) the materials used in your presentation are owned by you or licensed appropriately for use; (iii) you grant TEDxOshkosh, TED and other entities authorized to do so — e.g., broadcasters — (collectively, the "TED Parties") the right to record, stream, film and photograph your presentation at the Event (the "Presentation"); and (iv) you grant TED exclusive, unrestricted rights to display, distribute, perform, reproduce, edit, create derivative works from, and/or otherwise use the Presentation anywhere around the world, in whole or in part, alone or accompanied by other material, in any and all media without any further approval from you, in perpetuity. This includes the ability to translate your Presentation into any language, and the right to sub-license the Presentation as necessary to third parties that TED deems appropriate.

2. Personal information. You understand and agree that by contributing to TEDxOshkosh, that you consent to have your Presentation published worldwide, and grant full consent to TEDxOshkosh and TED to process, manage, store and transmit personal information collected from your Presentation, including supporting information, such as your name, voice, photograph, likeness and biographical data (collectively, "Supporting Information") to third parties for permitted use. Examples of permitted uses of the Presentation and Supporting Information include TED's right to display the Presentation on the TEDx YouTube channel or on TED's website (TED.com) on television and distributing the Presentation on mobile phones, films, and other video distribution channels, such as iTunes, or through other third party organizations (such as airlines, hotels or corporate partners).

3. Public distribution. You understand and agree that TEDx Talks selected for publication may be shared under a "Creative Commons" license, CC BY – NC – ND 4.0 as long as appropriate credit is given, not edited or distorted, nor used for commercial purposes.

4. No conditions. You understand and agree that your involvement is for the opportunity to present an idea to a wide audience and to support the TEDxOshkosh and TED mission, as good and valuable consideration. You agree that there are no other conditions required and that: (i) TEDxOshkosh and TED aren't obligated to use, publish or distribute the Presentation or Supporting Information in any way; (ii) you won't receive any form of payment in connection with the use of the Presentation and/or Supporting Information; and (iii) except as required by law, you may not revoke the rights granted in this Release.

5. Ownership. You affirm that: (i) you have the full power and authority to grant the rights set forth in this Release; (ii) you are the sole author of the Presentation; (iii) you have not violated the intellectual property rights of another party and have permission to include all material in the Presentation, including, but not limited to, all copyrights and trademark rights; and (iv) you will advise TEDxOshkosh in writing of all third-party material contained in the Presentation (and provide copies of licenses or permissions securing all necessary rights).

6. Legal claims. If any third party claims arise stating the use of the Presentation violates their rights, you agree to hold harmless and to cooperate fully with TEDxOshkosh and TED to defend against or otherwise respond to such claim, pay license fees, if applicable, and provide written evidence of ownership of any portion of your Presentation if required.

7. Entire agreement. This Release contains the entire understanding between the parties and may not be modified except in a writing signed by both of us. This Release is governed by New York law, without regard to conflict-of-law principles. If you are under the age of 18, a signature from your parent/guardian is required below.

Name (Signed)	Name (Printed)	Date
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Parent/Guardian Name (Signed)	Name (Printed)	Date
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