

# **TEDx** ShinshuUniversity

**x = independently organized TED event**

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## About TED & TEDx

TED (Technology, Entertainment, Design) is global set of conferences run by a non-profit organization under the slogan, “Ideas Worth Spreading”. The first TED event took place in 1984 as a one-off event. The annual conference series began in 1990. Initially, most of their talks focused on technology and design, consistent with its Silicon Valley origins, but it has since broadened its focus to include talks on many scientific, cultural, and academic topics.

Today, the main TED conference is held annually in Vancouver, Canada. TED events are also held throughout North America, Europe, and Asia. Speakers are given a maximum of 18 minutes to present their ideas in the most innovative and engaging way they can. Past speakers include Bill Clinton, Richard Dawkins, Bill Gates, Larry Page, and countless others.

Since June of 2006, the talks have been offered for free viewing online at TED.com. In 5 years, the talks' total viewing figure stood at more than 500 million, and by November of 2012, the figure doubled and landed at 1 billion views. As of today, (February 2015), over 1,900 talks are freely available online.

Aside from the “official TED event”, there are countless other TED-like events held worldwide under the name, TEDx (Insert name of city, school, etc. here). TEDx was created in the spirit of TED’s mission, “Ideas Worth Spreading”. It supports independent organizers who want to create a TED-like event in their own community.



**TED** Ideas worth  
spreading

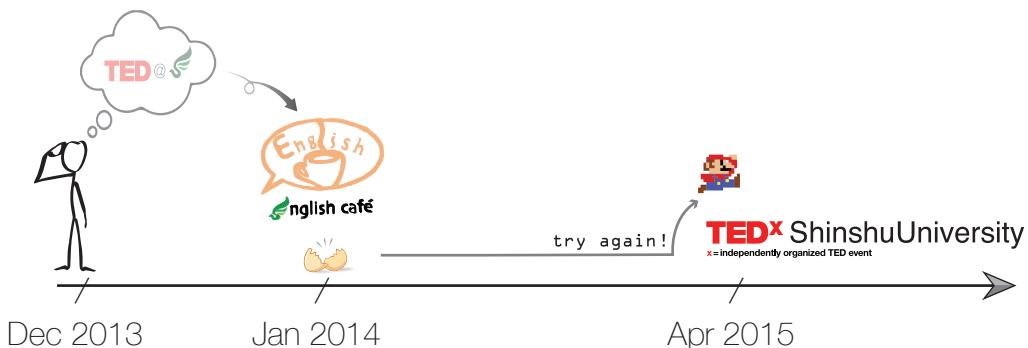
# TEDxShinshuUniversity

## The beginnings

We proposed the idea of organizing a TEDx event at Shinshu University 2 years ago. The mission was to spread ideas from Shinshu to the world. Unfortunately, many did not know about TED at the time and the project failed to takeoff. So instead, we decided to organize an even smaller TED-like event and named it, "English Café". The fundamental concepts of English Café came straight from TED.

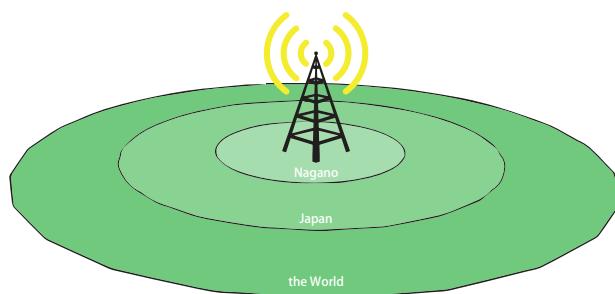
At the beginning of each session, somebody gives a presentation about the topic of his/her choice, which is then followed by a group discussion. English Café is almost 2 years old and its members are still growing. Participants come from both in and out of Shinshu University, including nearby colleges, local residents, and faculties of Shinshu University.

And so, following our success in English Café, we have decided to give "TEDxShinshuUniversity" another shot this year. We have successfully acquired the TEDx License in March and established an organizing committee accordingly. Please refer to page 5 for more details on the organizational structure.



## Why do this?

Our theme hasn't changed from the initial attempt. We want to spread ideas from Shinshu to the world. We feel that there are still many undiscovered talents in the Shinsu region. Our objective is to excavate such talents and provide a platform that allows them to share their ideas with the entire world.



## Why TEDx?

We chose TEDx as our platform because we think it will help us achieve our goals more effectively. Today, anybody can share their ideas over the Internet and reach thousands of people. As convenient as this may be, it also means that it's now more difficult than ever to determine whether the information you get is credible or not. We want to spread ideas from Shinshu, but what good are ideas if it lacks credibility?

TED is a well-known and respected brand with over 30 years of history. Organizing a licensed TEDx conference will give our event and talks more credibility. Furthermore, our videos will be broadcast on TED.com, which will make our information accessible by people from all over the world.



## Impacts

Discover!



As mentioned above, we believe that the Shinshu region is full of undiscovered talents. But what good is talent if it remains unearthened? TEDxShinshuUniversity will excavate hidden talents in Shinshu, benefiting both locals and the world.

Advertise!



Without a good platform to reach other people, even the best idea in the world goes to waste. We will organize a platform to connect local minds with audiences worldwide (literally). By transmitting "ideas worth spreading" from Shinshu, TEDxShinshuUniversity will promote the "Shinshu" brand to the world.

Globalize!



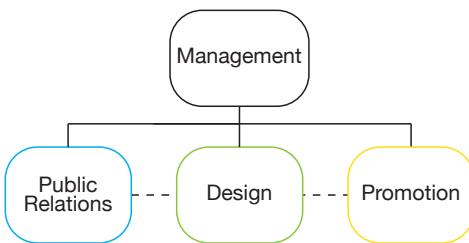
Our team consists of members from all over the world, including Nepal, Mexico, China, Korea, Malaysia, Thailand, Indonesia, Mongolia, United States, and Japan. Furthermore, members aren't limited to Shinshu University students. We already have local business owners and high school students on the roster. Exchanging ideas with people who have different backgrounds is a valuable experience you rarely get in Japan. We believe providing such an opportunity will promote globalization in Shinshu University and in the local community.

## Organizing Committee



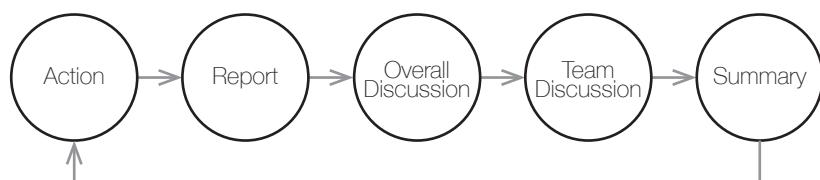
### Organization structure

The organizing committee is divided into 4 teams, each team focused on, but not limited to, their specialty, with some members belonging to multiple teams. The management team is made up of leaders/subleaders of each team. Leaders are fully responsible for jobs assigned to his/her team. There are no rules as to how each leader facilitates team members to complete the assigned tasks.



### Process

We hold meetings every Tuesday evening. There, each team leader reports their weekly progress to the other members. The management team then curates a discussion on our next move. After setting a general direction for the upcoming week, we then split up into teams and discuss in further details. At the end of the meeting, each team leader gathers (the management team) and reports specific actions to take before the next meeting. Summary of the meeting and a to-do list for the week is then uploaded to a cloud drive, available for every member to check.



### Questions?

**TEDxShinshuUniversity**

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