

LEGACY





Legacy

Concept

Imprinting who we are, and what direction we are going is the feel of the event. Bringing together separate generations to discuss and vocalize how far we've come and how much further we have to go is our legacy.

Brand Essence

Inspiring people to reach greatness.



How does it play out on Social Media?

Through social media, primarily Vine, we will first advertise the concept, and continue on to promote Zach King making a live vine with an audience for the chance to see how he makes a 6 second video.

After the kickoff event with Zach King, the #imprintmyself campaign will begin introducing the contest for viewers to send in 6 second videos of their legacy. The top 5 winners of the contest who best show their legacy will get tickets to the TEDx Portland event, special swag items, meet & greet the speakers, and will have their vine pixeled and shown through the imprinting stage at the event.



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#imprintmyself

The Theme of the Tedx Portland 2016 is Legacy

The event tagline is: "What legacy are you leaving behind?"

How does it look?

To go with the Legacy theme, Tedx Portland will frame the event on how you will be Imprinting your legacy therefore most of our concepts for the event are framed around this idea. Throughout the event there will be symbols that represent imprinting your legacy like visual silhouettes.

We will have a 3D board that will have figures pop out through imprinting material inbetween speakers, intermissions, and during performances. These imprinted images will show historical and current legacies to the audience in order to portray what legacy means. Ex. Portraits of famous people or shadows of the speakers, while speaking.

There will be a wall that is dynamic in the lobby that people can either put their hand imprints or feet or objects. It will be dynamic in the essence that depending on how hard you press on it will be how impactful your imprint will be just as if you were to leave your legacy behind.

Prior to the event there will be a lifesized pin art tool that people can put their imprint into and take a picture with.

How does it feel?

The event and theme revolves around how your legacy imprints on people's life. Your legacy can be your personal imprint, your personal imprint, your carbon imprint or even someone or something that has imprinted on your life to create your existing legacy. There will be interactive implements showing how one can imprint their legacy into other people's life and in the world. There will also be wrap around the stage that will have imprints with things that have impacted both the speakers and the audience members that interacted with the pre-event contests. We will acquire all of this information from the event participants weeks prior to the event.

