

TED^x Warrington

x = independently organized TED event

Speaker Application Guidance Notes

Thank you for your interest in speaking at TEDxWarrington on Thursday 23 June 2022. The organising team is excited to receive your application!

To help you put together your online application, please read through the following notes and guidance.

What is a TEDx Event?

A TEDx event is a local gathering where live TED-like talks and performances are shared with the community. TEDx events are fully planned and coordinated independently, on a community-by-community basis. The content and design of each TEDx event is unique and developed independently, but all of them have features in common.

TED's format

A suite of short, carefully prepared talks, demonstrations and performances that are idea-focused, and cover a wide range of subjects to foster learning, inspiration and wonder – and provoke conversations that matter.

Diversity of topics

All TEDx events present multiple issues and a diversity of voices from many disciplines. After all, what's the fun without a little variety?

Community-driven and bias-free content

A TEDx event is organised by volunteers from the local community, and just like TED events, it lacks any commercial, religious or political agenda. At TEDxWarrington, our goal is to build connection and strengthen communities.

What is a TEDx talk?

A TEDx talk is a showcase for speakers presenting great, well-formed ideas in under 18 minutes.

Why under 18 minutes?

This short talk model works, since it only demands the audience's attention for a short period of time, decreasing the chance of minds wandering or daydreaming about their plans for the weekend. In fact, some of our greatest TED talks have been as short as 5 minutes long!

What can a TEDx talk be about?

It can actually be one of two things:

- Something that's new and surprising; an idea or invention that your audience has never heard about.
- A great basic idea (that your audience has maybe already heard) with a compelling new argument behind it that challenges beliefs and perspectives.

In other words, an idea isn't just a story or a list of facts. A good idea takes certain evidence or observations and draws a larger conclusion.

Here are some ideas of types of talks

The big idea - Talks that make one or two very strong points, which are really important.

The tech demo - An onstage look at some clever new invention that the speaker was a part of creating.

The performance - Music, dance, magic, puppetry, or some other performance to captivate your audience.

The artist's statement - Artists showcase their art and explain the meaning and process behind what they create.

The 'dazzle with wonder' - These talks are mainly about the amazement of science and discovery.

The small idea - Not about one big, world-changing idea, but a very engaging take on an interesting topic.

The "issue" talk – Exposing your audience to an issue that they may not otherwise know much about.

What a TEDx talk should NOT be about (there are VERY strict rules about this issued from TED)

- No selling from the stage.
- No political agendas.
- No religious proselytizing (including new age beliefs).
- Only good science.

Any talk that breaks these rules cannot be accepted.

What we're looking for from TEDxWarrington speakers

- Fresh ideas that build connection and strengthen communities.
- Ideas that could have a big impact on the people in our town and region.
- Ideally, speakers will be a local voice based in, or have a connection to, Warrington or the surrounding area.
- Ideally, speakers will not previously have delivered a TEDx talk.

Completing your online application

Section 2: Video submission

We require you to submit a short video clip.

The video clip should be between two and five minutes long. It can be taken on your phone and we will not be judging it on video crafting skills so please don't spend an age on getting the technical elements of recording perfect. What we are really interested in are your reasons for wanting to speak at TEDxWarrington and why your Big Idea is a good choice for us to showcase. Specifically, we want you to answer these four questions:

1. Why this topic should be talked about?
2. Why is it a topical subject right now?
3. Why it should be you that talks about it?
4. How would you describe your style of presentation? (Refer to types of talks above)

Please note we are NOT expecting you to deliver your talk in this clip – more the reasoning behind it. You will have the opportunity to describe your Big Idea in writing in the next section.

Section 3: What's your Big Idea?

Tell us in 250 words what your Big Idea is and why you think it's worth sharing. There are four parts to this:

1. Choose from the dropdown menu the subject area that best describes your topic. The options for new applications are Diversity & Inclusion or Embracing Change.

Diversity & Inclusion

We've seen many important discussions around equality in recent months: Black Lives Matter, LGBTQ+ awareness, access to school meals, use of food banks, gender pay gap reporting, disability rights, and age discrimination to name a few. Do you have a big idea that will empower our communities to respect and appreciate difference?

Embracing Change

Since the Covid-19 pandemic and Brexit, we've all had to cope with a huge amount of change over the past two years. Have you been part of a change that has been transformational for your community, organisation or personal life?

2. Tell us what it is about your idea that's worth sharing. We use the word 'idea' quite broadly here. It doesn't have to be a scientific breakthrough, a genius invention or a complex legal theory. It can be a simple 'How to'. Or a human insight illustrated with the power of story. Or a beautiful image that has meaning. Or an event you wish might happen in the future. Or perhaps just a reminder of what matters most in life. An idea is anything that can change how people see the world. An idea is something that can conjure up a compelling idea in other peoples' minds.
3. Tell us what's special about your idea – after all this is your perspective, your invention, your experience, your research. We want to know what your take is.
4. And finally, tell us what the one takeaway message is for your audience. If they had to sum up the 'gist' of your talk, what would you like them to say?

Section 4: What's your personal story?

This will help us get an idea of you, both as a person, and as a speaker. Give a brief description (max 250 words) of what's got you to where you are now and your interests, talents and anything else you think might give us an insight into the real you!

Section 5: Who else is speaking on your topic right now?

This will help us establish the context for your Big Idea. Are there other people in your field of experience who are sharing this idea (or the alternative to your idea). Is this a 'hot' topic right now? Are there books, YouTube videos, other TED talks, conferences or news items about your topic?

Section 6: What's your favourite TED talk and why?

Please include a link to this and briefly explain why you like it – is it the person? The content? The style? The impact it had on you?

Section 7: References, data, evidence to support your Big Idea

If your Big Idea involves referencing scientific, statistical or medical data/evidence, please provide references to source material in this section. Any references, evidence or data used in your talk will be subject to due diligence and there is an expectation that you will be able to corroborate this. Where you already know some of this information, please list references and provide a link to relevant papers or websites.

Section 8: Supporting information (NB, these are not essential if you don't have any)

Please upload or provide links to:

- Recordings of talks you have given which will be helpful in demonstrating your speaking style
- Any testimonials you have been given for speaking
- Links to relevant websites, academic papers, blogs

Section 9: Commitments and mandatory requirements for ALL speakers

Throughout the preparation period, there will be a combination of rehearsals plus support from a speaker coach. We also recommend that you rehearse your talk on a regular basis in addition to the formal rehearsal process.

Exemption from training/rehearsal sessions is at the discretion of the Speaker Selection Panel and the Event Organising Team.

Rehearsals will be held in Warrington. Venue TBC.

Deadline for speaker applications: 12 noon, Wednesday 9 February 2022

Shortlisted speakers invited to join speaker programme: Thursday 17 March 2022

Speakers to accept or decline offer: Thursday 31 March 2022

Speaker programme in-person briefing: Thursday 28 April 2022

Speaker programme in-person practice: Tuesday 10 May 2022

Speaker programme online video submission: Tuesday 17 May 2022

Speaker programme online rehearsal: w/c 23 May 2022 (individual timeslots to be allocated)

Final speaker line-up selected and informed: 25/26 May 2022

Final speakers confirm involvement: Friday 27 May 2022

In-person speaker rehearsal (technical): 15 or 16 June 2022 TBC

In-person dress rehearsal and LIVE EVENT: Thursday 23 June

THE MAIN EVENT: On Thursday 23 June 2022, you will need to be available all day to include daytime dress/final rehearsals through to the live event from 6-9pm.

*Please note that we like to expect the unexpected, so occasionally we may have to change dates and location. We will only do this if necessary and in consultation with all speakers.