

TEDxBratislava

Speaker's Guide

Dear speaker,

it is an honor for us that you have accepted our invitation to TEDxBratislava - the conference with the goal of sharing yours and others ideas with the audience and people on the internet. We try hard to make TEDxBratislava an unforgettable experience for everyone. We have decided to choose you as one of our speakers, because we feel you have something important to share with the world, and can present your ideas in a understandable and inspiring way with the broad audience of our TEDx event. We are committed to help you with preparing a great presentation and be your best. We are happy to work with you and help you with all your preparation and rehearsal needs.

This guide should provide you with top suggestions from the TED team and the most experienced speakers. How to catch the attention of the audience, how to relax, or how to share your viewpoint and vision in an comprehensible way. We hope that you will enjoy TEDxBratislava, and tell the world what you believe it needs to know.



What is TEDx?

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience.

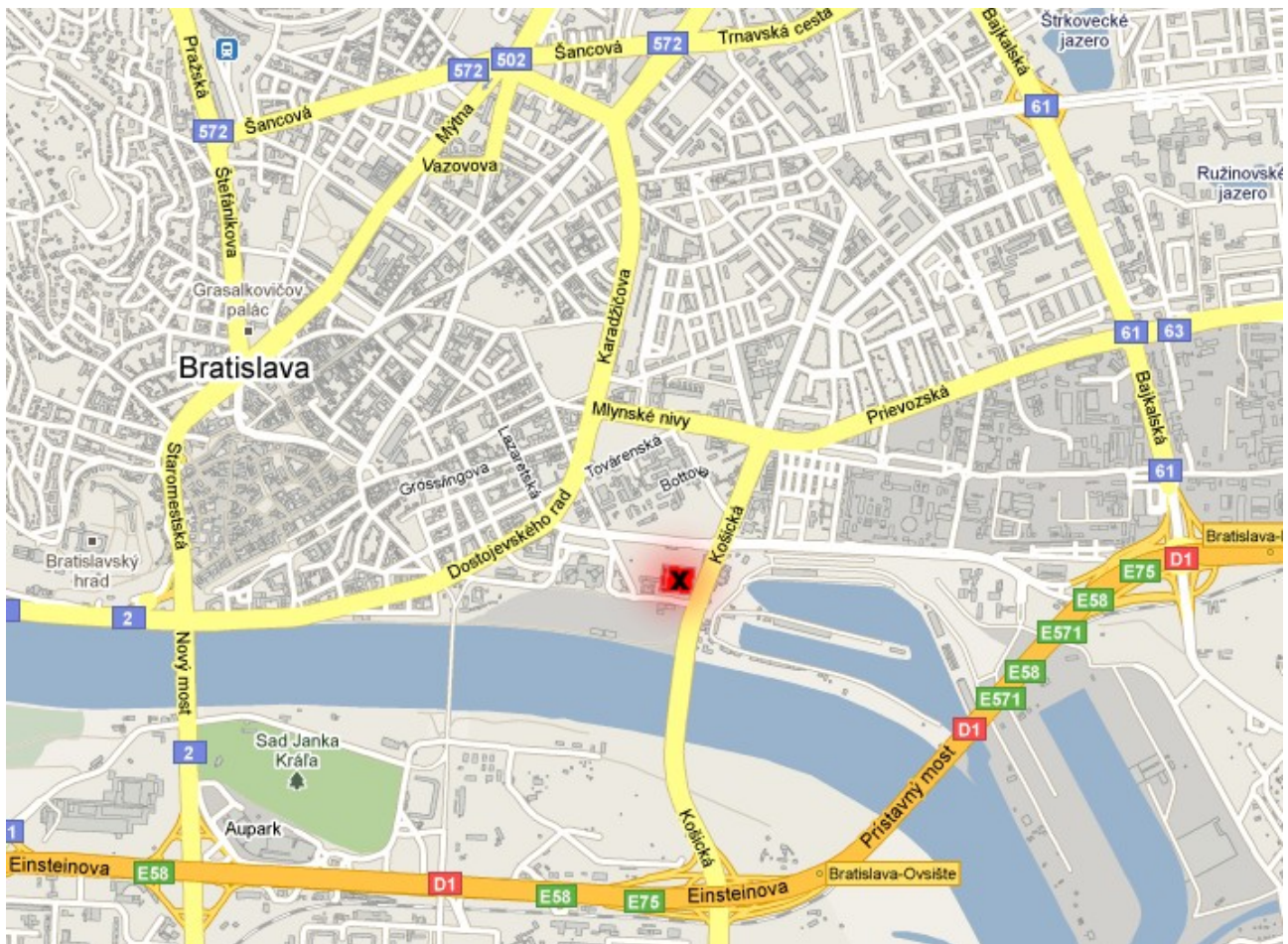
At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x=independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.

When and Where

The TEDxBratislava conference starts on **Saturday May 29th 2010, at 8:00 AM**, at the Heineken Tower Stage, in Bratislava.

Web: <http://www.TEDxBratislava.sk/en>

Facebook: <http://www.facebook.com/TEDxBratislava>



Program:

- 08:00 - 08:45 - Registration
- 08:45 - 09:00 - TEDxBratislava opening

- 09:00 - 10:30 - 1. block of talks
- 10:30 - 11:15 - Break

- 11:15 - 13:00 - 2. block of talks
- 13:00 - 14:15 - Lunch break

- 14:15 - 16:15 - 3. block of talks
- 16:15 - 17:05 - Break

- 17:05 - 19:05 - 4. block of talks
- 19:05 - 21:00 - Final break





The TED Commandments

These 10 tips are given to all TED Conference speakers as they prepare their TEDTalks. They will help your TEDx speakers craft talks that will have a profound impact on your audience.

1. **Dream big.** Strive to create the best talk you have ever given. Reveal something never seen before. Do something the audience will remember forever. Share an idea that could change the world.
2. **Show us the real you.** Share your passions, your dreams... and also your fears. Be vulnerable. Speak of failure as well as success.
3. **Make the complex plain.** Don't try to dazzle intellectually. Don't speak in abstractions. Explain! Give examples. Tell stories. Be specific.
4. **Connect with people's emotions.** Make us laugh! Make us cry!
5. **Don't flaunt your ego.** Don't boast. It's the surest way to switch everyone off.
6. **No selling from the stage!** Unless we have specifically asked you to, do not talk about your company or organization. And don't even think about pitching your products or services or asking for funding from stage.
7. **Feel free to comment on other speakers' talks,** to praise or to criticize. Controversy energizes! Enthusiastic endorsement is powerful!
8. **Don't read your talk.** Notes are fine. But if the choice is between reading or rambling, then read!
9. **End your talk on time.** Doing otherwise is to steal time from the people that follow you. We won't allow it.
10. **Rehearse your talk** in front of a trusted friend ... for timing, for clarity, for impact.

Tips from Jason Wishnow, director of film and video at TED

Less is more

A single, strong, graphic image or succinct line of text will tell your story better than a crowded collage or packed paragraph. Remember, people need to process everything you're saying while simultaneously absorbing your slides. Rather than one complex slide, show several slides, each with one idea, image or data point.

Eliminate "headline and bullet-points" slides; they are tiring to read.

Text size

Your text should be large enough to be legible to the person sitting farthest from the stage.

Slide background

A simple background keeps your text readable. If you are using a dark or black background, make the text bold.

Text quantity

You rarely need more than six lines of text on a slide. Often, only a line or two will do. Sans-serif fonts (like Helvetica) are easier to read at a distance than serif fonts (like Times New Roman).

Graphs, graphics and photos

Use visually arresting images, data and large words to serve as a mnemonic device so the audience has higher visual recall. You must properly license all images for TED's use in worldwide video and web distribution. Don't grab images from the web. Use high-resolution pictures and graphics. Full-quality photos from a digital camera will look better than images pulled off the web.

You must properly license all images, music and video clips for TED's use in worldwide video and web distribution. Don't grab images from the web unless they are clearly licensed under Creative Commons for use.

Five great presentations

Here are five TEDTalks featuring effective presentation designs that worked brilliantly live at TED -- and online.

John Doerr finds profit and salvation in greentech (2007)

Al Gore: 15 ways to avert a climate crisis (2006)

Larry Lessig says the law is strangling creativity (2007)

Erin McKean: Redefining the dictionary (2007)

Rives on 4 a.m. (2007)

<http://www.ted.com/talks/view/id/128>

<http://www.ted.com/talks/view/id/1>

<http://www.ted.com/talks/view/id/187>

<http://www.ted.com/talks/view/id/161>

<http://www.ted.com/talks/view/id/148>

Videos worth watching

For a better idea of how TED feels like, you may get inspiration from the following short videos.



[Taste of TED](#)



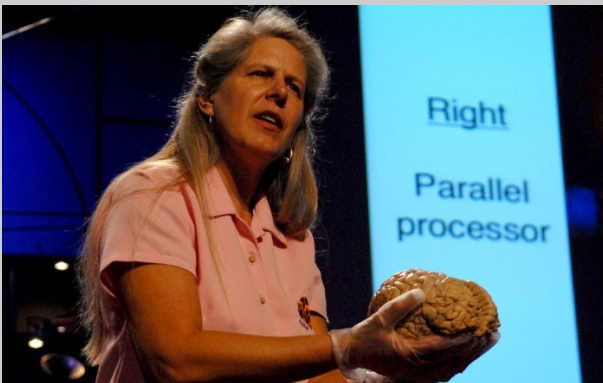
[Behind the TED scenes](#)



[TEDx in 7 months](#)

Talks Worth Watching

What should your presentation look like? If you need a little inspiration, we encourage you to watch a couple of popular TED talks from the past.



[Jill Bolte Taylor's stroke of insight](#)



[Michael Pritchard's water filter turns filthy water drinkable](#)



[Ken Robinson says schools kill creativity](#)



[Kiran Bir Sethi teaches kids to take charge](#)

Tips for the perfect presentation

If you want to make sure that you are prepared, please consult the following rules of thumb. They will help you to formulate your views and ideas in a clear and focused way.

Content of presentation

1. Presentation should be **understandable by general audience**. Lack of clarity kills the presentation.
2. Presentation should be easily and intuitively understandable, without huge mental efforts. It should **appeal to feelings**.
3. **People love storytelling**. The problems that you have faced, the success you had to fight for.
4. Share something useful with the audience. Teach them something new. Use interesting props to catch the attention.
5. Talk like you would talk to your friend. **Relax the audience with humour** - especially if in tension.
6. Start with something easy. What you do, how your story began. **Share your viewpoint** and your ideas.
7. **Play with the mood**. Show sadness, if appropriate. Inform, entertain, surprise, encourage and inspire.
8. TEDx does not allow any corporate, political or religious plugs.
9. If you have any questions, do not hesitate to ask TEDx organizers. They will be happy to help you.

Preparing presentation

1. TED talks may seem effortless, because these speakers know what they are going to say. **Rehearse a lot**.
2. Do not try to remember all of your text. Remember the ideas. Open up and talk from your heart. Share your feelings.
3. Everyone is nervous, even the professionals. Rehearse your talk until the nervousness goes away.
4. **Do not be formal**. TEDx is about people with minds wide open. It is not about form - it is about ideas.
5. Make sure in advance that you are in your time limit.
6. Do not exceed the time limit, that would steal time from the following speakers.

Slides

1. Use simple slides. Do not steal audience's attention from you to the slides. **Slides add to your talk**, not the other way.
2. Do not use boring slides with bullet points and titles. Do not have too much slides. Only use what you really need.
3. **Face the audience**. Do not turn to your slides - you will have a small screen in front of you to know what people see.
4. If you are using slides, stimulate the feelings and finish the atmosphere with carefully selected background images.
5. TEDx organizers will need you to send your slides at least 7 days before the conference. If you have any other technical needs, please let us know as soon as possible.

Relax

1. **Get to know people in the audience** before your talk. You will feel friendly atmosphere.
2. **Feel good**. Do not let nervousness break your focus. Tell us about your feelings, so we can encourage you. :)
3. Walk around the space to make it feel familiar. Make sure microphone and slides are working.
4. You can try your talk by **sharing the feelings with the audience**. You will feel relieved, it will be easier to talk then.
5. Smile a little. The audience will return your smile. :)
6. **Enjoy TEDx**. Use the opportunity, and tell the world what it must know.

Action

1. Speakers are part of the audience. They will get up to stage, when the time comes. From that time, it is all in your hands.
2. Do not let mistakes discourage you. Continue as if nothing happened. The audience listens carefully, and wishes you best.
3. It is not necessary to present like a professional. But it is important to talk with passion.
4. No excuses. People do not perceive yourself as critically as you do. Do not bring their attention to your mistakes.
5. If you made a mistake, you may act that it was planned. Even if it is obviously not, it will amuse and relieve the audience.
6. Do not try to push away the nervousness. Let it be in background. Focus all your attention to your ideas worth spreading.
7. Do not close people's minds with egoism. Be empathic, caring, and vulnerable. The more you open yourself, the more effect will your talk have on the audience.

TEDxBratislava 2010 - Speaker permission release

Please complete this form, sign, make copies for your records, send a copy to your TEDx host.

The host(s) of the TEDx event, TEDxBratislava hereafter referred to as the "Event", will record all the presentations during or related to the Event to be held 29.5.2010, 2009. The Event hosts' goal beyond this Event is, much like TED, to spread great ideas, by making these presentations freely and widely available to a global audience.

This release (the "Release") will serve as the Event's and TED's agreement concerning your participation at our Event as a speaker or performer. In support of the goal of "Ideas Worth Spreading," you grant Event organizers, TED, and other entities — the right to record, film and photograph your presentation at the Event, such recording hereafter referred to as the "Presentation", and to distribute, broadcast or otherwise disseminate it, without any further approval from you, in whole or in part, throughout the world, in perpetuity, in any and all media now known or hereafter developed. This grant to the Event organizers and TED includes, but is not limited to, the right to edit the Presentation, and the right to use the Presentation either alone or together with supporting information, such as your name, voice, photograph, likeness and biographical data (collectively, "Supporting Information"). You agree that the Event or TED may designate others, e.g., distributors or broadcasters, to distribute the Presentation, and that these designees will have the same rights you've granted to Event organizers and TED, excluding editing rights.

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This Release contains the entire understanding between you and the Event and TED regarding the Presentation and/or Supporting Information and may not be modified except in a writing signed by all parties.

HOST

By: _____

Name (print): _____

Event name: _____

Date: _____

PERFORMER / SPEAKER:

By: _____

Name (print): _____

Event name: _____

Date: _____

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