

SPEAK
& PERFORM

2018
eighth
annual
conference

TED^x Buffalo

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x = independently organized TED event

As organizers, our goal is to showcase the best thinkers and performers in Western New York and beyond. We are proud of our conference and what it says about the talent in our community. Our goal is to make your talk/performance the best that it can be — so it can be elevated to TED's TEDTalk Channel and promoted by TED to a worldwide audience.

To this end, we present this packet as a guide to help you prepare to record your video pitch. We hope to see your presentation up on the TEDxBuffalo stage!

All the best,

Organizing Committee
TEDxBuffalo 2017

Introduction

What is TEDxBuffalo?

Since 2011, TEDxBuffalo has taken place each October, giving distinguished community members a chance to share their “Ideas Worth Spreading”. TEDxBuffalo is an independently licensed TEDx event that follows the guidelines put in place by the TED conference 20 years ago.

Using TED’s unique 18-minute time limit, we are able to provide the audience with numerous talks on a variety of topics that are sure to inspire and educate. TEDxBuffalo strives to bring fresh faces with breathtaking ideas and projects to the stage in front of over 500 people in attendance and countless more watching live online.

What is a TEDx Talk?

TEDx Talks are a showcase for speakers presenting well-formed ideas in under 18 minutes. If you haven’t seen a TEDx Talk, go to TED.com and watch at least one.

Why 18 minutes?

Because it works. An audience is good at focusing on one subject at a time in relatively short chunks.

But, really, can I go over 18 minutes?

No — it wouldn't be a TEDx Talk. The time limit is part of what makes TEDx Talks work. And remember: Shorter talks are not lesser talks. It may only take 5 minutes to make your point unforgettable.

Developing your idea

What makes a good idea for a talk?

Like a good magazine article, your idea can be new or surprising, or challenge a belief your audience already has. Or it can be a great basic idea with a compelling new argument behind it. An idea isn’t just a story or a list of facts. A good idea takes evidence or observations and draws a larger conclusion.

Do I need to be an expert on my topic?

You do not need to be the world’s foremost expert on the topic, but you do have to be an expert. Please remember that the audience relies on you to give accurate information, so whatever you say in your talk, please fact-check — especially facts you may take for granted: statistics, historical anecdotes, scientific stats. If you're drawing an example from a discipline that is not your main area of knowledge, use research from widely accepted and peer-reviewed sources, and, if at all possible, consult with experts directly.

Tips on Giving Your Pitch

Aim for something human-scale (a.k.a your brother-in-law).

TED is not the place to upstage your intellectual peers, or blow people's minds with the depth of your knowledge of the Muscle Shoals rhythm section (though we do want to hear about that over a beer at some point). We like a quote once heard about an editor at the Wall Street Journal, tasked with getting reporters to fill a new, less business-oriented weekend section. Her quote: "Tell me a story about the kinds of things your brother-in law would ask about at a picnic." Pique someone's interest, give them a few teasing details, and convince them that what you geek out about is intriguing.

Guidelines

Please keep your pitch video under 2 minutes and upload it to Youtube or Vimeo. Keep in mind that your video should be unlocked so that we can view it without a password. Your video does not need to be recorded with fancy equipment. A phone or webcam will do just fine.

Past successful pitches:

1. <https://www.youtube.com/watch?v=G-sVvor9EY8&feature=youtu.be>
2. <https://www.youtube.com/watch?v=qGoQAcsqnNo&feature=youtu.be>
3. <https://vimeo.com/211570127>

TEDxBuffalo and the TED Organization rely on diversity. We encourage all women and minorities to apply.

Commitments

If accepted, you agree to the following:

1. **Speaker Coaching:** You will be assigned one or more speaker coaches who you agree to meet and work with to hone your talk. You and your coach(es) will decide when, how (Skype, in-person), where, and how often to meet.

If accepted, you attend the following events:

1. **Meet 'n Greet** (Approximately 1 hour): This early June event will allow you to meet our committee, learn about our process, and ask us questions you may have.
2. **Two Table Reads** (Approximately 2 hours each): These August and September events will allow you to present small parts of your talk in front of our group so that we can give you pointers. You will also listen to other

speakers' talks and aid them, as well.

1. **Technical Rehearsal** (Approximately 1 hour): This early October event will allow you to present your full talk, without slides or a microphone, on the Babeville stage. You do not need to be present for everybody's talk.
2. **Dress Rehearsal** (Approximately 3 hours): This mid October event will be the day before our event and allow you to present your full talk, with slides and a microphone, on the Babeville stage. You will act as though this is the "real deal" and will be present for all speakers' talks.
3. **Event** (Approximately 3-4 hours): Our mid October event will be held at Babeville on Delaware Avenue. You are expected to be present when doors open and the event will start 1 hour later. You must be present for the entire event.

Past Speakers Say...

"This experience changed my life... lean in to your message!"

Allison Sagraves

"The TEDx production team is fantastic - they want you to look and sound amazing. They want you to get a standing ovation. They will do everything they can to make your presentation shine. Trust them."

Mike Gluck

"I will be applying to other cities to present again because I enjoyed this experience that much."

Mark Montgomery

"Be vulnerable. The audience is full of people just like you. They will accept your admission of nerves or acknowledgment of a misstep with greater understanding than you know. Don't be a lecturer, just be who you are with your story to tell."

Adrienne Bermingham