2023

SPEAKERS WELCOME GUIDE

TEDx Savannah

x = independently organized TED event

Thursday, May 25, 2023
Fine Arts Auditorium

Georgia Southern University, Armstrong Campus
11935 Abercorn Street, Savannah, Georgia

THEME: Connection

About TEDxSavannah

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. (Subject to certain rules and regulations.)

Can I be a TEDxSavannah speaker?

Yes! Anyone is welcome to apply. TEDx speakers are dedicated individuals willing to commit their time and energy to presenting their ideas. If you have an idea worth sharing then you should apply.
Note: TEDx talks cannot be self-promotional.

What if I've been a TEDxSavannah speaker before?

So long as it's not for consecutive years, you are welcome to apply again.

On the Web

website: tedxsavannah.com
videos: tedxsavannah.com/event-talks
flickr photo gallery: bit.ly/tedxsav-photos
facebook: facebook.com/tedxsavannah
twitter: twitter.com/tedx_savannah

Congratulations TEDxSavannah Presenter!

This packet contains everything you need to know for a successful TEDxSavannah presentation.

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Organizing Board & Contact Information

Each year TEDxSavannah is made possible thanks to community support and the hard work of an all-volunteer board, Inspire Savannah Inc. Please be mindful of this throughout the process.

This year's board members are:

Laura Lee Bocade
Clinton Edminster
Allison Hersh
Karla Jennings
Brian Judson

Francesca Macchiaverna
Jessica McBride
Jen Roberts
Lizann Roberts
Peter Ulrich

Here are some key contacts for you if you have questions along the way:

General questions and information: tedxsav@gmail.com
Rehearsal Schedules: kjennings@georgiasouthern.edu
Assistance with Slides: clinton.edminster@gmail.com
Technical questions: clinton.edminster@gmail.com

We hope you will consider being involved as a volunteer in the planning of future TEDxSavannah events, enabling others to share their ideas!

Important Dates & Times

Putting on a TEDx event requires hard work and commitment from all involved, particularly the presenters! Below is a schedule of deadlines and events that you MUST follow for this year's event to be a success.

DATE	TIME	ACTION
Monday, March 6	6:00pm	MANDATORY **Orientation Meeting, Georgia Southern University - Armstrong Campus.** Completed Speaker Release Form must be submitted during or before the Orientation Meeting. **Headshots will be taken so dress accordingly.**
Friday, March 31 **or** Saturday, April 1	Fri 4:00 - 7:00pm **or** Sat 8:30 - 11:30am	MANDATORY **1st In-Person Rehearsal and Speakers Workshop, Georgia Southern University - Armstrong Campus.** 30-minute time slots will be scheduled at the Orientation Meeting.
Friday, May 5 **or** Saturday, May 6	Fri 4:00 - 7:00pm **or** Sat 8:30 - 11:30am	MANDATORY **2nd In-Person Rehearsal and Speakers Workshop, Georgia Southern University - Armstrong Campus.** 30-minute time slots will be scheduled at the Orientation Meeting.
Thursday, May 4	By midnight	**FINAL Presentation Slides Due** - widescreen format - in a separate text document include a title for your talk - provide a 2-3 sentence descriptive summary of your talk
Wednesday, May 24	11:00am - 4:00pm	MANDATORY **Dress Rehearsal at the Fine Arts Auditorium, Georgia Southern University - Armstrong Campus.** 20-minute time slots will be scheduled after the 2nd Rehearsal and Speakers Workshop.
Thursday, May 25	12:30 - 5:30pm	**Show time! TEDxSavannah at the Fine Arts Auditorium, Georgia Southern University - Armstrong Campus** Be sure to make plans to stay for the After-Party immediately following the event.

TEDxSavannah Theme & Audience

Pay close attention to our theme for this year. What does it mean? Well, in large part it's up to you, the presenter, to shape that answer. We intend for this theme to be interpreted through the prism of your experiences. We encourage you to consider how your presentation's overall message connects to the theme. In the spirit of TED, we want you to explore the theme with us and with the audience; play with it, turn it inside out, challenge it. Just make sure your talk is relevant to the theme!

Our audience will be, in large part, people just like you. We will have a few hundred attendees present on the day of the event.

TEDx audiences tend to be well-educated, curious, unafraid of intellectual challenge, and demanding and enthusiastic consumers of new ideas. TED and TEDx fans come from all walks of life, but trend heavily towards the professional, academic and creative. TED and TEDx enthusiasts span all age groups.

TEDxSavannah has received tremendous support from individuals, businesses, organizations and thought leaders throughout Savannah and the surrounding region. The organizing committee is committed to ensuring a true TED-style conference with influential business, industry, academic, and creative leaders in attendance with up-and-coming students and professionals.

TEDxSavannah conference attendees and presenters will be encouraged to participate in dialogue with one another, and they will be offered ample opportunity to meet and discuss the day's proceedings.

We've invited you to present because we know you have ideas worth sharing, and appreciate the sharing of ideas. We ask that you take these ideals to heart when preparing your presentation.

“The TED Commandments” - Presentation Prep Tips from TED

These 10 tips are given to all TED Conference speakers as they prepare their TED Talks.

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 turn people 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 Do not comment on other speaker’s talks.
Keep in mind that all the TEDX Talks are posted online and people might not have watched the talk you are commenting about.

8 Memorize your talk.
We ask all speakers to memorize their talk because it makes for a much better presentation overall, but if the choice is between reading or rambling, then as a last resort 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. Rehearse. Rehearse.
Rehearse your talk in front of our coaches and trusted friends... for timing, for clarity, for impact.

Presentation Tips from TED

You've been selected to give a TEDx Talk. Congrats! You're doing great so far. Now what?
Over the years TED has come up with a few dos and don'ts on how to give a great talk. Though these steps are in no way comprehensive, they contain some guiding principles that have been known to work.

Step 1	Get familiar with the form.
Step 2	Develop an idea.
Step 3	Make an outline and script.
Step 4	Create slides.
Step 5	Rehearse!
Step 6	Give your talk.
Step 7	Savor the glory.

1

Get familiar with the form.

What is a TEDx Talk? - TEDx Talks are a showcase for speakers presenting well-formed ideas in under 12 minutes. If you haven't seen a TEDx Talk, go to TED.com and watch at least one, like Phil Plait: How to defend Earth from asteroids.

Why 12 minutes or less? - 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 12 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. Like this one: Joe Smith: How to use a paper towel.

2

Develop an 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.

Presentation Tips from TED (continued)

Is my idea ready? - Write your idea down in one or two sentences.

Now ask yourself three questions:

- *Is my idea new?* - Are you telling people something you're pretty sure they have not heard before?
- *Is it interesting?* - Think about how your idea might apply to a room full of varied kinds of people. Who might be interested in it?
- *Is it factual and realistic?* - If you are presenting new research, make sure your idea is backed by data and peer-reviewed. If you are presenting a call to action, make sure it can be executed by members of your audience.

If you answered "no" to any of these questions, refine your idea. Ask someone you respect who doesn't work in your field, and if they answer "no" to any of these questions, refine your idea. If your TEDx event organizing team answers "no" to any of these questions, refine your idea.

3 Make an outline and script.

What is the best structure for a talk? There are many theories on the best structure for a great presentation (Check out Nancy Duarte: The secret structure of great talks). There's no single trick to it, but here is at least one structure that we've found to work particularly well:

1. Start by making your audience care, using a relatable example or an intriguing idea.
2. Explain your idea clearly and with conviction.
3. Describe your evidence and how and why your idea could be implemented.
4. End by addressing how your idea could affect your audience if they were to accept it.

Whatever structure you decide on, remember:

1. The primary goal of your talk is to communicate an idea effectively, not to tell a story or to evoke emotions. These are tools, not an end in themselves.
2. Your structure should be invisible to the audience. In other words, don't talk about how you're going to talk about your topic - just talk about it!

Introduction - A strong introduction is crucial.

- Draw in your audience members with something they care about.
  - If it's a topic the general TED audience thinks about a lot, start with a clear statement of what the idea is.
  - If it's a field they never think about, start off by invoking something they do think about a lot and relate that concept to your idea.
  - If the idea is something fun, but not something the audience would ever think about, open with a surprising and cool fact or declaration of relevance (not a statistic!)
  - If it's a heavy topic, find an understated and frank way to get off the ground; don't force people to feel emotional.
- Get your idea out as quickly as possible.
- Don't focus too much on yourself.
- Don't open with a string of stats.

Presentation Tips from TED (continued)

Body - In presenting your topic and evidence:

- Make a list of all the evidence you want to use: Think about items that your audience already knows about and the things you'll need to convince them of.
    - Order all of the items in your list based on what a person needs to know before they can understand the next point, and from least to most exciting. Now cut out everything you possibly can without losing the integrity of your argument. You will most likely need to cut things that you think are important.
    - Consider making this list with a trusted friend, someone who isn't an expert in your field.
- Spend more time on new information: If your audience needs to be reminded of old or common information, be brief.
- Use empirical evidence, and limit anecdotal evidence.
- Don't use too much jargon, or explain new terminology.
- (Respectfully) address any controversies in your claims, including legitimate counter-arguments, reasons you might be wrong, or doubts your audience might have about your idea.
- Don't let citation interrupt the flow of your explanation: Save them for after you've made your point, or place them in the fine print of your slides.
- Slides: Note anything in your outline that is best expressed visually and plan accordingly in your script. See Step 4.

Conclusion

- Find a landing point in your conclusion that will leave your audience feeling positive toward you and your idea's chance for success. Don't use your conclusion to simply summarize what you've already said; tell your audience how your idea might affect their lives if it's implemented.
- Avoid ending with a pitch (such as soliciting funds, showing a book cover, using corporate logos).
- If appropriate, give your audience a call to action.

Script - Once you're settled on your outline, start writing a script. Be concise, but write in a way that feels natural to you. Use present tense and strong, interesting verbs.

4 Create slides.

Should I use slides? - Slides can be helpful for the audience, but they are by no means necessary or relevant to every talk. Ask yourself: Would my slides help and clarify information for the audience, or would they distract and confuse them? Some great examples of slides can be found in the talks by Dan Phillips, Jarrett Krosoczka and Rick Guidotti on TED.com. The most important rule for slides: Keep it simple.

I've never made slides before. Where do I start? - Assess your own skill level. You can make great simple slides if you stick to photographic images, running edge-to-edge. If your slide ideas are more complex and involve type, consider working with a designer. Your event organizer should be able to help.

Presentation Tips from TED (continued)

What goes in my slides?

- Images and photos: To help the audience remember a person, place or thing you mention, you might use images or photos.
    - People will understand that the images represent what you're saying, so there is no need to verbally describe the images onscreen.
- Graphs and infographics
    - Keep graphs visually clear, even if the content is complex. Each graph should make only one point.
- No slide should support more than one point.

What should the slides look like?

- Use as little text as possible - if your audience is reading, they are not listening.
- Avoid using bullet points. Consider putting different points on different slides.

How should the slides be formatted?

- Set your slides up in widescreen format (i.e. 16:9 aspect ratio).
- Use the broadcast-safe zones in PowerPoint or Keynote. Don't put any information or visuals in the far corners of your slides.
- Use large images that are not pixelated.
- Use font size 42 points or larger.
- Choose a common sans serif font (like Helvetica or Verdana) over a serif font (like Times).
    - If you use a custom font make sure to send it to the TEDx event organizers ahead of time.

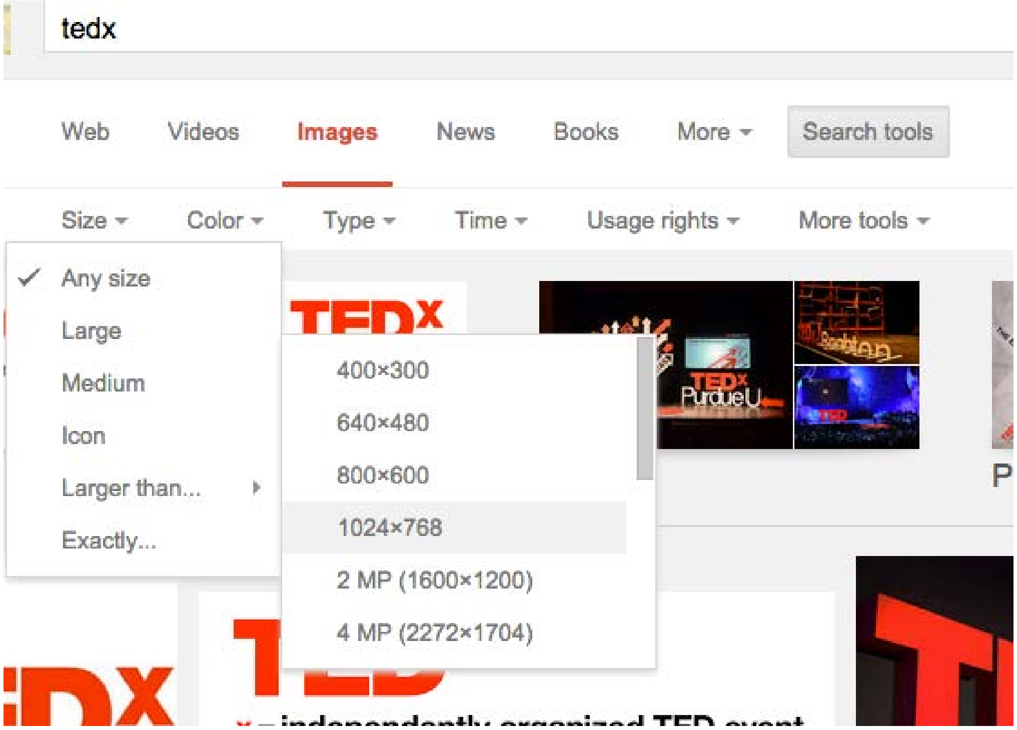
This is important:

Only use images that you own or have permission to use. If you use an image under Creative Commons license, cite the source at the bottom of your slide.

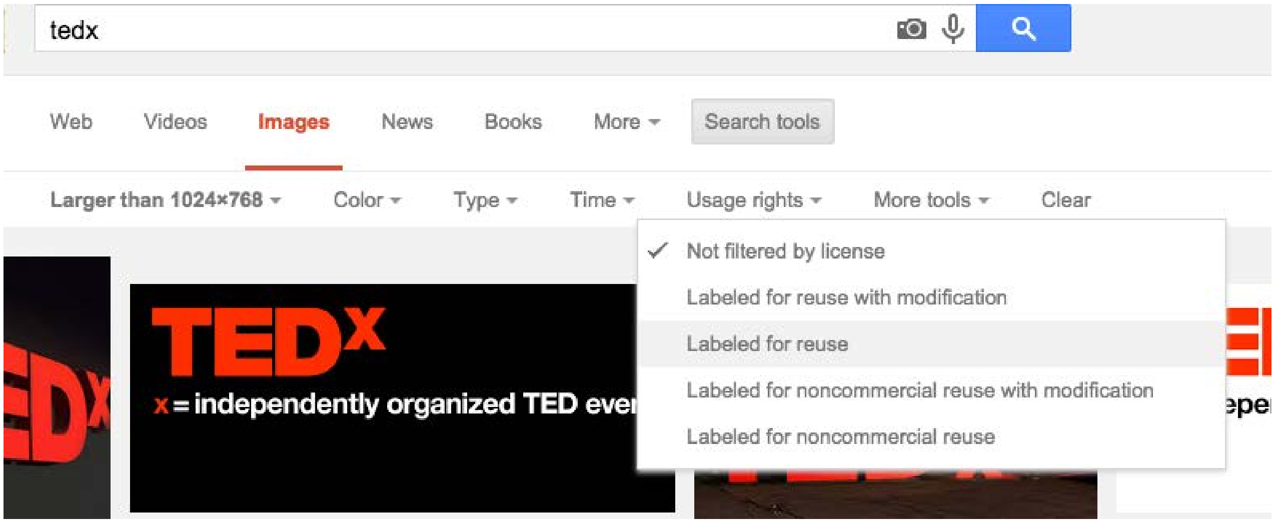
Tips on searching for Creative Commons images on Google:

If you need to search for images online you can do a Google search and then filter for appropriate sizes and usage rights.

STEP1:
Do a Google search for the appropriate keyword. When the search results appear, select the "**images**" tab (see image below). Next, click on "**Search tools**" and you will see a second set of tabs appear as another row. Click on "**Size**", then in the drop down menu roll over "**Larger than" and select "1024x768**".


tedx
Web
Videos
Images
News
Books
More
Search tools
Size
Color
Type
Time
Usage rights
More tools
✓ Any size
Large
Medium
Icon
Larger than...
Exactly...
400×300
640×480
800×600
1024×768
2 MP (1600×1200)
4 MP (2272×1704)

STEP2:
After picking the size as shown in step 1, click on the tab labeled “**Usage rights**” and from the drop down that appears select “**Labeled for reuse**”.
When you find an image you like please be sure to click on the image and verify that it is in fact labeled as “**Creative Commons**” before you download it for use in your slides.


tedx
Web
Videos
Images
News
Books
More
Search tools
Larger than 1024×768
Color
Type
Time
Usage rights
More tools
Clear
✓ Not filtered by license
Labeled for reuse with modification
Labeled for reuse
Labeled for noncommercial reuse with modification
Labeled for noncommercial reuse
TEDx
x = independently organized TED event

Presentation Tips from TED (continued)

5 Rehearse.

I've said my talk once in my head. Is that enough? - Rehearse, rehearse, rehearse! We can't stress this enough. Rehearse until you're completely comfortable in front of other people: different groups of people, people you love, people you fear, small groups, large groups, peers, people who aren't experts in your field. Listen to the criticisms and rehearse, rehearse, rehearse. If someone says you sound "over-rehearsed," this actually means you sound stilted and unnatural. Keep rehearsing, and focus on talking like you're speaking to just one person in a spontaneous one-way conversation.

Timing - Time yourself. Practice with the clock winding down in front of you. Do it until you get the timing right every time.

Posture - Practice standing still, planted firmly in one spot on stage. Have a friend watch you and stop you from pacing back and forth or shifting your weight from leg to leg.

Coaching - Embrace the process! No matter how many times you've presented before, you are required to attend the coaching sessions and final rehearsal.

Stage time - Take advantage of the dress-rehearsal time the day before the event.

6 Give your talk.

Inhale. Exhale. Do it like you practiced.

7 Savor the glory.

Congrats, you're done! Bask in the praise you get over how you seemed so relaxed and spontaneous.

Technology

We have several excellent technology professionals on our volunteer committee, so our goal is to accommodate any reasonable technology request.

The presentations will be professionally recorded as well as simulcast on the web. Media display will be sequenced with a laptop computer that will accommodate a wide variety of media formats: PowerPoint, Keynote presentations, Flash, Windows Media, AVI or other video formats, mp3, Windows Media, ogg or other audio formats. The laptop will have a remote control for advancing slides, playing video, etc. We can also work with you on having someone begin video on cue if you prefer.

Do not rely on any real-time network connections. Having screenshots, video captures, and other stored media is necessary to ensure a smoothly running event in a number of scenarios. Again, do not rely on internet connectivity.

The computer will be attached to a projector that will project on a large, white screen in a dimly lit room. Please plan your images accordingly, as the resolution may not be as crisp as you would get on a digital display directly connected to a computer.

Because we anticipate each presenter will have his or her own unique media needs, we encourage you to let us know well in advance:

- what media you anticipate using (PowerPoint, Flash video, Keynote, etc.)
- what operating system you anticipate using to create your media
- what screen resolution and aspect ratio you typically create for (we can help you out if you don't know that information)

We also must enforce a strict deadline for any media you want to include in your presentation. This is to ensure a very smooth setup, sequencing and delivery so that the conference attendees can focus on your message, rather than technology interactions. See the schedule on page 5.

TEDx Speaker Permission Release Form

Please complete this form, sign, make copies for your records, and send a copy to the TEDxSavannah organizing committee.

The host(s) of the TEDx event, TEDxSavannah 2023 hereafter referred to as the “Event”, will record all the presentations during or related to the Event to be held May 25, 2023. 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.

Examples of permitted uses of the Presentation and Supporting Information include displaying the Presentation on the Event organizers website, TED’s website, TED.com; broadcasting the Presentation on television; and distributing the Presentation on DVDs, mobile phones, films, and online video distribution channels, such as iTunes and YouTube.

Event and TED encourage intelligent public debate around each presentation. Accordingly, we distribute TEDx and TED’s presentations under a “Creative Commons” license, which allows each distributed presentation to be re-published in non-commercial, non-derivative works, as long as appropriate credit is given and the presentation is not edited or distorted. By signing this Release, you acknowledge and agree that you do not object to the Event organizer or TED’s distributing the Presentation under a Creative Commons license.

In addition, you understand and agree that: (i) TED isn’t obligated to use the Presentation or Supporting Information in any way; (ii) you won’t receive any form of payment in connection with the use of the Presentation and/or Supporting Information; and (iii) you may not revoke the rights granted in this Release.

You affirm that: (i) you have the full power and authority to grant the rights and releases set forth in this Release; (ii) you are the sole author of the Presentation; (iii) you own all rights to the Presentation, including, but not limited to, all copyrights and trademark rights; (iv) you will advise your Event organizer in writing of all third-party material contained in the Presentation (to which you have not secured all necessary rights); and (v) use of the Presentation as permitted by this Release will not violate the rights of any third party.

If any third party claims that the use of the Presentation violates its rights you agree to cooperate fully with the Event organizer and/or TED to defend against or otherwise respond to such claim.

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: TEDxSavannah

Name (print): TEDxSavannah

Event: TEDxSavannah 2023

Date: Thursday, May 25, 2023

PERFORMER / SPEAKER

By: ______________________________

Name (print): ______________________________

Email: ______________________________

Mailing Address: ______________________________

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Cell Number: ______________________________

Event: TEDxSavannah 2023

Date: Thursday, May 25, 2023

This Release shall be governed by New York law without regard to choice-of-law principles. Any dispute concerning the Presentation and/or Supporting Information, or arising out of or relating to this Release, shall be resolved in the courts of the State of New York.