



TED^x Taipei

x = independently organized TED event

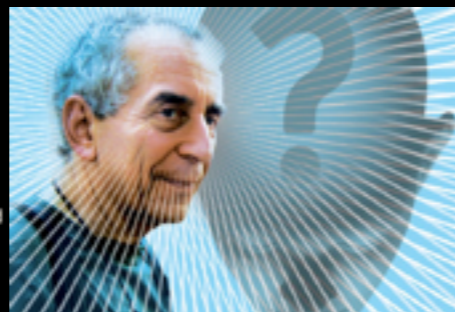
Friday, December 18, 2009

An event defined by **power of stories, ideas worth sharing, collective experience.**

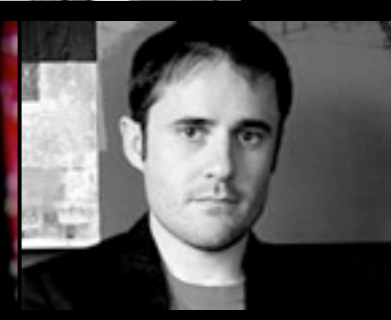
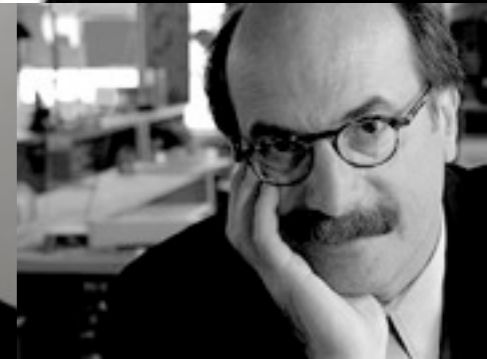
A deep look into the past and beyond the future.
Given 18 mins, how do you tell a compelling story?
What does an inclusive experience mean to you?



Speaker 4 of 4
Bill Gates
Philanthropist
A passionate techie and a shrewd businessman, Bill Gates changed the world once, while leading Microsoft to dizzying success. He plans to do it again with his very own style of philanthropy.



Speaker 4 of 4
Barry Schwartz
Psychologist
Barry Schwartz studies the link between economics and psychology, offering startling insights into modern life. Lately, working with Ken Sharpe, he's studying wisdom.
wealthmore.edu



Speaker 2 of 5
Louise Fresco
Food and agriculture expert
A powerful thinker and globe-trotting advisor on sustainability, Louise Fresco says it's time to think of food as a topic of social and economic importance on par with oil — that responsible agriculture and food consumption are crucial to world stability.
Be

TED^x Taipei

x = independently organized TED event

Themes: Taiwan Stories, Power of Design, Seeing Beyond Possibilities

Speakers' background: artist, social entrepreneur, anthropologist, biologist, documentary film maker, ocean conservationist, psychologist, designer, writer, DJ, calligrapher, architect, university students, independent music label founder, business owner.

Audience demographic: age 22~45, 45% male, 55% female

Simulcast Locations: 6 universities in Taiwan and HK and 1 cafe in Beijing

3 Sessions



3 Sessions

Taiwan Stories



3 Sessions

Taiwan Stories

Power of Design



3 Sessions

Taiwan Stories

Power of Design

Seeing Beyond Possibilities



A photograph of a stage with a blue background and silhouettes of music stands and a chair. The text is overlaid on the right side of the image.

Pre-event Technical Run-through and Rehearsal

Rehearsal is key to a smooth event

Tips

/Run through the entire program with your technical crew

/Check lighting, sound, Keynote etc.

/Speakers rehearsal is strongly recommended

/Volunteers rehearse their individual roles

/Rehearsal may take longer than expected. Start early!!!

/Know your technical crew. They are the ones whom you can count on in the event of technical problems.



Music and Performance as An Integral Part



Musical and dance performances invoke a collective experience.

Tips

/Performances are an integral part of the TEDx experience

/Identify performers that align with your themes

/Performances are best used to begin or end a session

/Optimal length is about 10 mins

/Try something new, and let your imagination take off.



A man with glasses and a dark striped shirt is speaking at a podium. He is wearing a headset microphone and holding a small device in his hand. The background is dark and out of focus.

Great Storytellers Unveil Ideas worth Sharing

Tips:

Treat the event as a grand show resonating a collective experience.



/Choose speakers who are good storytellers

/Speakers may have packed schedules. Engage them early

/If possible, visit your speakers personally

/Work on the outline with your speaker

/Less is better, ask your speaker to stick to 18 mins

/Ask to receive speaker materials a week before your event

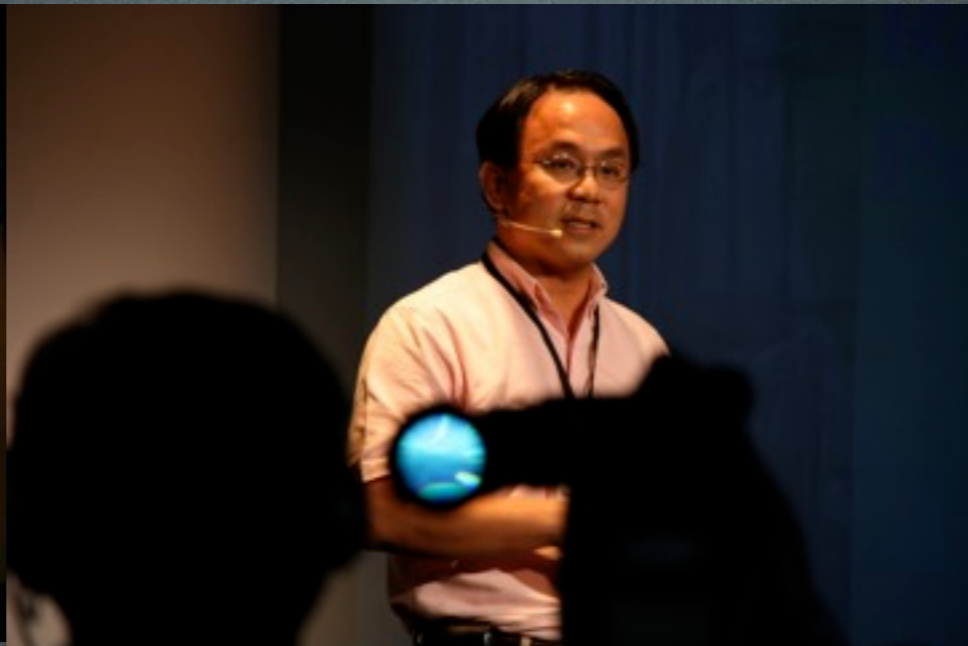
TEDx Taipei

ideas worth spreading

Atmosphere & Space



Great technical setup provide sound environment for filming



Comfortable space arrangement provides ease and networking opportunities



TEDx Taipei

x = independently organized TED event

TEDx Taipei
x = independently organized TED event



Volunteers

The event was made possible by a group of dedicated volunteers.

Tips:

/Enroll volunteers early

/Assign a dedicated person for organizing volunteers.

/Give specific tasks

/Provide training before event

/Give a sense of mission and involvement

/Recognize them by thanking them

/Build long-term relationship



A photograph of a bar or kitchen area. In the foreground, there are many brown glass beer bottles with white caps and blue labels, arranged in rows. The bottles are surrounded by ice and condensation. In the background, there are several people in white shirts, likely staff, working behind a counter. The lighting is warm and focused on the bottles.

Afterparty

An after-event party unwinds a day's brain-frying information and emotions.

Tips:

/Go organic, simple is best

/Bite-sized foods encourage the crowd to mingle

/Engage the audience, get to know them, and find out how they feel about the event

/Introduce your food & beverage sponsor

/Acknowledge your crew & volunteers. You're counting on them for the next TEDx!



Our Achievements (tangible)

Total Attendance

180

Speakers Invited

18

Simulcast locations

7

Sponsors

6

Live Streaming Traffic

33 per minute

Countries Covered

19

Total Watching

6577

Media Hits

11

Blogger Posts Mentioned

324

Life Tweets Received

510

Supporters Engaged

15

Our Achievements (Intangible)

Simulcast Live in Chinese/English

Social media

University students
Dialogue



2010 Outlook

TED USA

april

TED
Global

August

TED India

November

I. Green Innovations, Racing against Time

II. Rethink Creativity and Learning

III. The Next Decade Forward and Challenge of Humanity

3 events: April, August and November

Add-ons: mini-concerts, book fair,
workshops, salons, simulcast

Speakers: 1/3 int'l, 2/3 local

Community building