

# Ted Talks



*A short, well prepared talk delivered by a singles presenter grasping the audiences attention.*



## Objective

Bring quirky spontaneity to your well prepared speeches, to share "ideas worth spreading"



## What it takes

2+ persons (appropriate for very large audiences)  
5-18 minutes

## Process

To hold a Ted talk on your own, it is important to understand what makes a talk a Ted style talk. They:

- Are short, carefully prepared talks, demonstrations, and performances on a wide range of subjects.
- Should be less than 18 minutes long and are typically delivered by a single presenter. This short time frame means that every word counts, so be concise!
- TED-style talks are delivered without notes, from memory. Even though they may seem spontaneous, they are not. They are very well rehearsed.
- TED-style talks are well visualized, meaning that you have professional looking powerpoint visual support, or clear props. A neurologist once famously brought a brain!
- They grip audiences' attention, often by including one or more of the following approaches: bringing in personal elements, showing why you are passionate about something; take the audience on a journey from ignorance to understanding and allow them to follow in your footsteps; and finally by sharing an "Aha" moment, where there is a certain realisation.

Note on TED: The TED conference (which stands for technology, entertainment, design) started in 1984 as an annual conference where industry leaders and creative types gathered to exchange "Ideas Worth Spreading." Now it really has become an institution, changing the way we all think about public speaking!

### Climate relevance

*Ted Talks are a good way to arouse the interest of the participants in a short time and get them excited about your topic by sharpening the understanding of the participants and bringing them to new realizations.*



**virtually amazing**

Enabling virtual engagement for facilitating complex dialogues to tackle Climate Change

