

# TEDx SPEAKER GUIDE

YOU'VE BEEN SELECTED TO GIVE A TEDx TALK.

➔ PROPS TO YOU ➔

YOU'RE DOING GOOD WORK. KEEP IT UP.

AS YOU PREPARE FOR YOUR TALK, KEEP IN MIND THESE

## ★★★ GUIDING PRINCIPLES ★★★

THEY'VE WORKED FOR OTHERS. THEY'LL WORK FOR YOU.

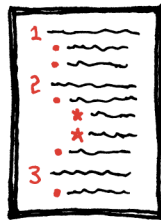
\* **1** GET FAMILIAR WITH THE FORM



\* **2** DEVELOP AN IDEA



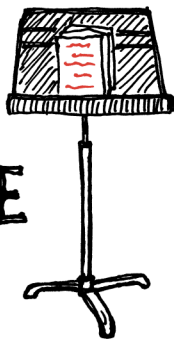
\* **3** MAKE AN OUTLINE AND SCRIPT



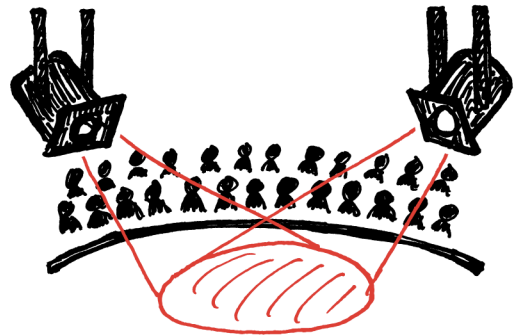
\* **4** CREATE SLIDES



\* **5** REHEARSE



\* **6** GIVE YOUR TALK



\* **7** SAVOR THE GLORY

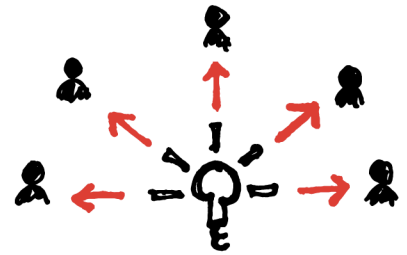


# \* 1 GET FAMILIAR WITH THE FORM



## WHAT IS A TEDx TALK?

A SHOWCASE FOR SPEAKERS PRESENTING  
WELL-FORMED IDEAS IN UNDER 18 MINUTES



## WHY 18 MINUTES?

BECAUSE IT WORKS



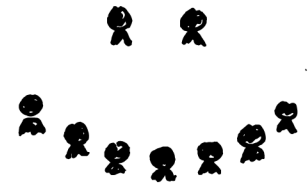
SHORT CHUNKS



ONE SUBJECT AT A TIME



HAPPY AUDIENCE



## BUT, REALLY, CAN I GO OVER 18 MINUTES?

# NO!

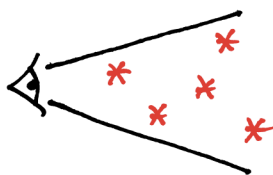
YOU MIGHT NOT EVEN NEED 18. JOE SMITH DID IT IN 5.  
WATCH AND LEARN. THEN GO WASH YOUR HANDS.

# \* 2 DEVELOP AN IDEA



## WHAT MAKES A GOOD IDEA FOR A TALK?

TAKE EVIDENCE OR OBSERVATIONS AND DRAW A LARGER CONCLUSION



SOMETHING  
NEW

SOMETHING  
SURPRISING



OLD IDEA  
IN NEW LIGHT

CHALLENGE  
A BELIEF

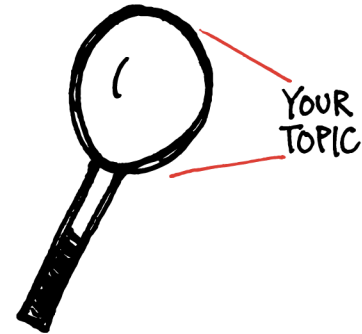
# DO I NEED TO BE AN EXPERT ON MY TOPIC?

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THE EXPERT, NO. AN EXPERT, YES.

THE AUDIENCE IS COUNTING ON YOU

- \* CHECK YOUR FACTS!
- \* USE RELIABLE SOURCES
- \* CONSULT WITH OTHER EXPERTS



## IS MY IDEA READY?

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WRITE DOWN YOUR IDEA IN ONE OR TWO SENTENCES:

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THEN ASK YOURSELF THESE QUESTIONS:

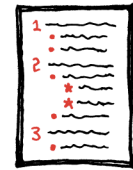
→ **IS MY IDEA NEW?** ←

→ **IS IT INTERESTING?** ←  
(TO A BROAD AUDIENCE)

→ **IS IT FACTUAL AND REALISTIC?** ←  
(CAN YOUR CALL TO ACTION BE EXECUTED?)

IF YOU ANSWERED 'NO' TO ANY OF THESE, REFINE YOUR IDEA.  
THEN ASK SOMEONE YOU RESPECT WHO IS NOT IN YOUR FIELD THOSE  
THREE QUESTIONS. THEN ASK YOUR TEDx EVENT ORGANIZING TEAM.  
KEEP REFINING UNTIL YOU GET 'YES' ACROSS THE BOARD.

# \* 3 MAKE AN OUTLINE AND SCRIPT



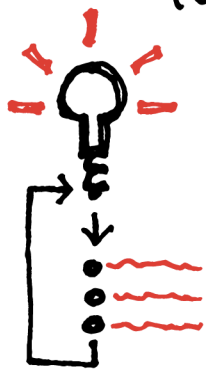
## WHAT IS THE BEST STRUCTURE FOR A TALK?

➔ TRICK QUESTION ←

THERE IS NO ONE BEST STRUCTURE THAT WORKS FOR EVERYONE.  
BUT HERE IS ONE THAT HAS WORKED FOR A LOT OF PEOPLE:

### 1. MAKE YOUR AUDIENCE CARE

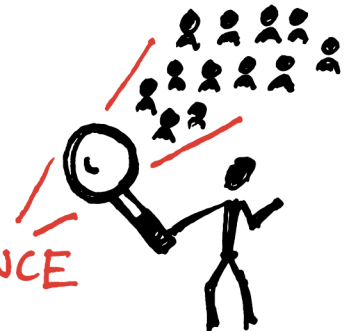
(USING A RELATABLE EXAMPLE  
OR INTRIGUING IDEA)



### 2. EXPLAIN YOUR IDEA

(CLEARLY AND WITH CONVICTION)

### 3. DESCRIBE YOUR EVIDENCE



### 4. CALL TO ACTION

(THE HOW AND WHY OF  
IMPLEMENTING YOUR IDEA)



### 5. REVEAL THE NEW REALITY

(HOW THE LIVES OF AUDIENCE  
MEMBERS WILL BE AFFECTED  
IF THEY ACT ON YOUR IDEA)



CHECK OUT **NANCY DUARTE'S**  
TALK TO HEAR ABOUT THE  
BENEFITS OF BOUNCING BETWEEN  
THE OLD AND THE NEW  
THROUGHOUT YOUR TALK



(MORE TIPS FOR EACH OF THESE COMPONENTS IN THE TEXT-ONLY VERSION OF THIS GUIDE)

WHATEVER STRUCTURE YOU DECIDE ON, REMEMBER:

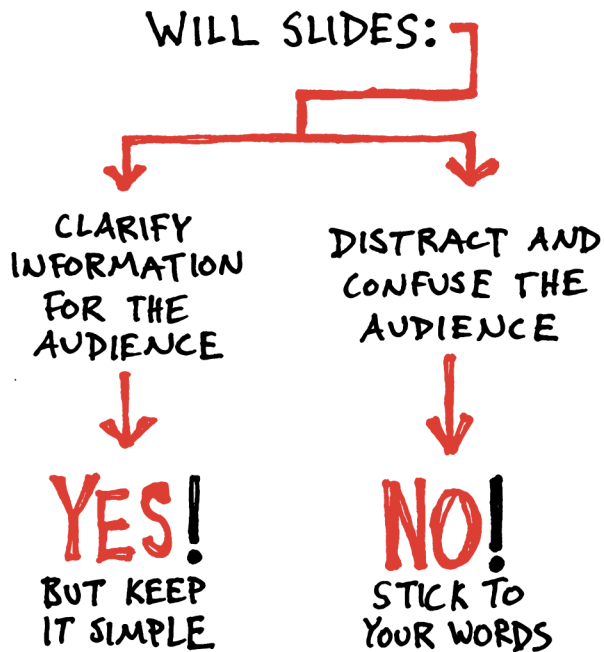
\* YOUR GOAL IS TO **COMMUNICATE AN  
IDEA EFFECTIVELY**, NOT TO TELL A  
STORY OR EVOKE EMOTIONS. THOSE ARE  
TOOLS, NOT AN END IN THEMSELVES.

\* YOUR **STRUCTURE SHOULD BE INVISIBLE**  
TO THE AUDIENCE: DON'T TALK ABOUT  
HOW YOU'RE GOING TO TALK ABOUT  
YOUR TOPIC - JUST TALK ABOUT IT!

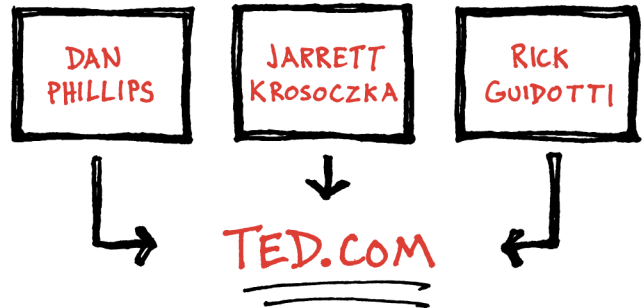
# \* 4 CREATE SLIDES



## SHOULD I USE SLIDES?



FOR EXAMPLES OF GOOD SLIDE USE, CHECK OUT THE TALKS BY:



## I'VE NEVER MADE SLIDES BEFORE. WHERE DO I START?

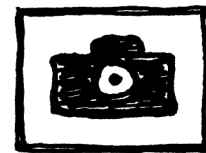
\* KEEP IT SIMPLE!  
(PHOTOGRAPHIC IMAGES RUNNING EDGE-TO-EDGE WORK GREAT)

\* IF THEY INVOLVE TYPE, CONSIDER WORKING WITH A DESIGNER

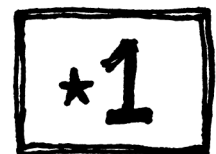
\* SEEK ADVICE FROM YOUR EVENT ORGANIZER

## WHAT GOES IN MY SLIDES?

\* IMAGES AND PHOTOS  
(TO HELP THE AUDIENCE REMEMBER A PERSON, PLACE, OR THING YOU MENTION)



\* GRAPHS AND INFOGRAPHICS  
(KEEP IT CLEAR, EVEN IF THE CONTENT IS COMPLEX)



→ \* ONE POINT PER SLIDE

\* AS LITTLE TEXT AS POSSIBLE

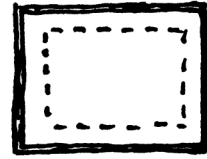


... \* NOT BULLET POINTS

# HOW SHOULD THE SLIDES BE FORMATTED?

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- \* CHECK WITH YOUR EVENT ORGANIZING TEAM REGARDING TECH SPECS



- \* USE THE BROADCAST-SAFE ZONES IN POWERPOINT OR KEYNOTE (DON'T PUT INFO OR VISUALS IN THE FAR CORNERS)

- \* USE A FONT SIZE OF 42 OR LARGER

- \* USE A COMMON SANS SERIF FONT OVER A SERIF FONT



# WHAT IMAGES CAN I USE?

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ONLY ONES THAT YOU OWN OR HAVE PERMISSION TO USE

- \* BE CAREFUL WITH THIS ONE! \*

IF YOU USE AN IMAGE UNDER A CREATIVE COMMONS LICENSE, CITE THE SOURCE AT THE BOTTOM OF YOUR SLIDE.



CREATIVECOMMONS.ORG

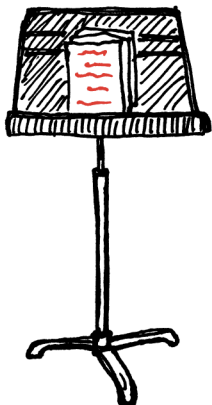


ATTRIBUTION

# \* 5 REHEARSE

I'VE SAID MY TALK ONCE IN MY HEAD. IS THAT ENOUGH?

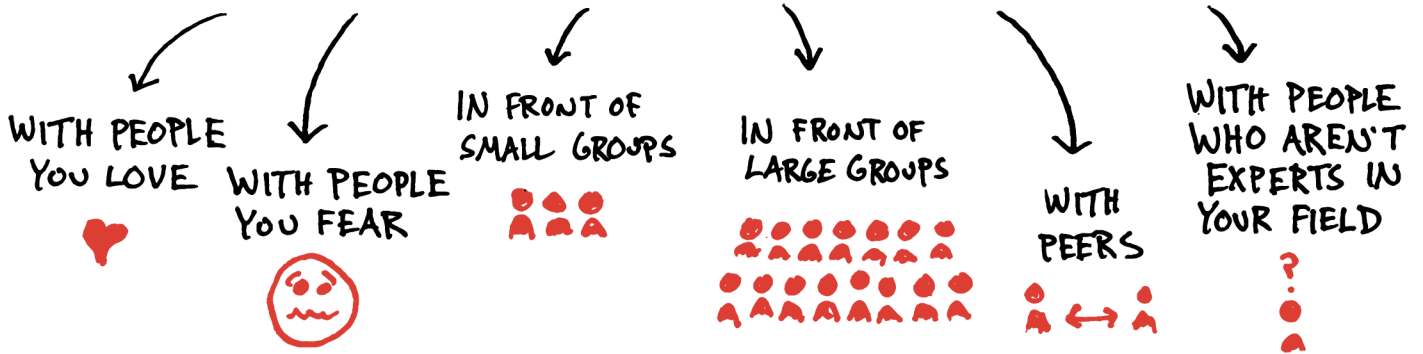
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**NO!**



# REHEARSE, REHEARSE, REHEARSE!



ACCEPT CRITICISM, LEARN FROM IT, AND KEEP REHEARSING

**\* TIP:** MAINTAIN A NATURAL VOICE BY IMAGINING YOU'RE SPEAKING TO JUST ONE PERSON IN A SPONTANEOUS ONE-WAY CONVERSATION



## POSTURE

**\* PRACTICE STANDING STILL.** HAVE A FRIEND WATCH AND STOP YOU FROM PACING BACK AND FORTH OR SHIFTING YOUR WEIGHT FROM LEG TO LEG.

## TIMING



**\* TIME YOURSELF.** PRACTICE WITH A CLOCK WINDING DOWN IN FRONT OF YOU. DO IT UNTIL YOU GET THE TIMING RIGHT EVERY TIME.

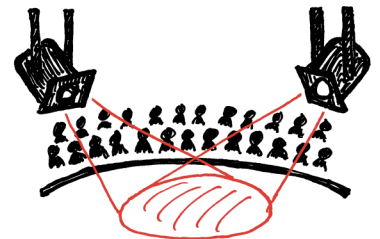
## STAGE TIME

**\* GET AS MUCH ON STAGE PRACTICE AS YOU CAN, WITH AS CLOSE TO ACTUAL CONDITIONS AS POSSIBLE: COUNTDOWN CLOCK, CONFIDENCE MONITOR (THE ONE ON STAGE THAT FACES YOU SO YOU CAN SEE WHAT SLIDE YOU'RE ON), CLICKER AND ALL.**

## **\* 6 GIVE YOUR TALK**

INHALE → EXHALE →

DO IT LIKE YOU PRACTICED



## **\* 7 SAVOR THE GLORY**



CONGRATULATIONS!

→ YOU'RE DONE ←

BASK IN THE PRAISE YOU GET OVER HOW YOU SEEMED SO RELAXED AND SPONTANEOUS.