Dear potential TEDxLizardCreek speaker,

Someone, perhaps even yourself, has nominated you to speak at our inaugural event, TEDxLizardCreek.

This letter is to inform you in more detail on what TED is about, and what is to be expected if you wish to speak. Please take the time to review everything, for it is important for you and TEDxLizardCreek to be on the same page regarding expectations.

**What is TEDxLizardCreek?**

TEDx is a program of local, self-organized event that brings people together to share ideas worth spreading. At a TEDx event, TEDTalks videos and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x=independently organized event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.

To learn more check out:
- [http://www.ted.com/tedx](http://www.ted.com/tedx)
- [http://video.TED.com/talks/podcast/TEDxIntro_480.mp4](http://video.TED.com/talks/podcast/TEDxIntro_480.mp4)
- [http://tedxlizardcreek.com](http://tedxlizardcreek.com)
- [www.facebook.com/tedxlizardcreek](http://www.facebook.com/tedxlizardcreek)
- on twitter @TEDxLizardCreek

**What is TED?**

TED is an annual event where some of the world’s leading thinkers and doers are invited to share what they are most passionate about. "TED" stands for Technology, Entertainment, Design — three broad subject areas that are, collectively, shaping our future. And in fact, the event is broader still, showcasing ideas that matter in any discipline. Attendees have called it "the ultimate brain spa" and "a four-day journey into the future." The diverse audience — CEOs, scientists, creatives, philanthropists — is almost as extraordinary as the speakers, who have included Bill Clinton, Bill Gates, Jane Goodall, Frank Gehry, Paul Simon, Sir Richard Branson, Philippe Starck and Bono.

[http://www.TED.com](http://www.TED.com)

**What are the details of TEDxLizardCreek?**

TEDxLizardcreek will be held in the Lake Gaston area at the Lake Gaston Lions Den on April 26, 2014. On Friday, April 25 there will be a rehearsal and a welcome dinner for speakers and core committee members. The April 26 event will run from mid-morning to the early evening (a final schedule is still pending). Our audience will consist of the Roanoke Valley’s business leaders, area leaders, visionaries and selected area high school students. The event is open, but we want participants who will truly appreciate the TED concept. Our event will be limited to 100 audience members.

Our theme is “Shaping the Unseen.” What moves us, what shakes us, and what invites us to action is often a private journey that can lead to a very public reaction. That which others
cannot see - our hopes, dreams, fears, ambition, trepidation, joy - remains ever present, moving us in a direction of our choosing.

Your TEDx presentation should last no longer than 18 minutes: long enough to say something of significance, but short enough to hold everyone's attention and to be easily watched over the Internet. While 18 minutes may be shorter than you're used to, this TED format has proven a carefully prepared talk of this length can have astonishing impact. See www.TED.com/ for examples.

An additional benefit of speaking at TEDxLizardCreek is that your presentation will be made available online following the event and possibly on TED.com, where some talks have been attracting audiences in the hundreds of thousands or even millions. All talks will be recorded at TV production quality. If you're unfamiliar with TED, here are a few talks worth checking out:

http://www.ted.com/talks/lang/eng/tony_robbins_asks_why_we_do_what_we_do.html
http://www.ted.com/talks/malcolm_gladwell_on_spaghetti_sauce.html
http://www.ted.com/talks/pattie_maes_demos_the_sixth_sense.html

As a TED offshoot, TEDx events will be following many of the TED speaker rules. Speakers are banned from "selling from the stage," and there is strict enforcement of the clock. If you accept our invitation, we will offer further suggestions on how to tailor the perfect talk for our audience.

TED has never paid speakers to appear, but has always committed to creating an experience that's tremendously fulfilling and beneficial on all sides, and as a TEDx event we plan to do the same.

Again, keep in mind your talk may reach a vast audience on the web. TED will select some TEDx talks to be released; most are viewed by at least 100,000 people and some by several million. Indeed, in aggregate, TED Talks have been viewed more than 100 million times worldwide. This exposure has transformed the careers of many TED presenters and performers, either by introducing them to larger audiences or recasting them in a new and thoughtful light.

TED is owned by a not-for-profit foundation whose mission is simply to spread good ideas to the world. Much of the content ends up being offered free online. TED is also home of the famous TED Prize, which grants its winners a wish to change the world.
What’s Next?
If after you review this information, and you feel that you would like to be part of TEDxLizardCreek, we ask you to simply email myself directly at tedxlizardcreek@gmail.com and state your interest. A TEDxLizardCreek selection committee will then review all interested speakers information. Please submit your information as soon as you can, but by February 1, 2014 at the latest. Speakers will be announced on March 1.

Please include the following:

- Name:
- Gender:  male  female  other
- Age range:  15-19  20-30  40-60  60+
- Current location: __________________________ Do you need travel compensation? yes  no
- Are you a Lake Gaston area resident?  yes  no  Lake Gaston area native?  yes  no
- Are you a North Carolina native?  yes  no
- What is your professional background area?:
  - arts/culture  education  health/healthcare  history  legal/justice  math  politics  science/environment
  - social enterprise  other  ___________
- Current profession:
- Professional background:
- Are you familiar with TED and TEDx?  yes  no
- Have you ever given a TEDx talk?  yes  no  if yes, where and when?
- Have you presented in front of a live audience before?  yes  no
  - Largest audience number?
  - Context of the previous talk(s)? (Please specify type of event, location, date, and subject matter – describe up to 4)
- What is the general idea of your proposed TEDxLizardCreek talk:
  - Please provide a title for your talk and two-sentence summary clarifying the unique aspect/focus of the talk and what you want people to take away.
  - What is the expected time you think the talk will take?
  - Please provide links to any blogs, books, articles, videos, previous or current speaking engagements, or anything that will help the selection committee better understand who you are, your topic of interest and what you are all about.

Since this is a local TEDx event, not everyone on the selection committee may know who you are, so you may need to sell yourself a little bit.

Thank you for taking the time to consider speaking for TEDxLizardCreek. Please feel free to contact me at any time for any questions at 252-702-8235 or tedxlizardcreek@gmail.com.

We very much hope you will come and be part of TEDxLizardCreek.

Sincerely,

Randi Dikeman
Co-organizer TEDxLizardCreek
TED has included background information and general guidelines and rules that the speakers must adhere to. While there is a lot of information, please review it carefully.

Background

TED began in 1984 as a conference devoted to the converging fields of Technology, Entertainment and Design (hence its name). Over the years, the scope has broadened and the ambition level constantly raised. We now seek to bring together the world's leading thinkers and doers, no matter what field of endeavor they are working in. All knowledge is connected and TED has become the place where you can discover leading edge thinking in numerous fields, and how this relates to your own life and work. For many attendees, the result is: delicious, unexpected connections; extraordinary insights; powerful inspiration. For TEDxLizardCreek, 18 minutes is the speech maximum, shorter talks of 3, 5, or 10 minutes are more then welcome as well.

Past speakers and performers have included have included Nobel laureate Al Gore, architect Frank Gehry, primatologist Jane Goodall, musician Paul Simon, Amazon founder Jeff Bezos, Genomics pioneer Craig Venter, Tiananmen Square organizer Li Lu, biologist E.O. Wilson, playwright Eve Ensler, photojournalist James Nachtwey, Nobel laureates Paul Berg, Murray Gell-Mann and Jim Watson (of Watson & Crick), Lost producer JJ Abrams, jazz musician Herbie Hancock, Tipping Point author Malcolm Gladwell, eco-architect William McDonough, architect & sculptor Maya Lin, evangelist Billy Graham, cellist YoYo Ma, Segway inventor Dean Kamen, Google founders Sergey Brin and Larry Page, graphic designer Stefan Sagmeister, former president Bill Clinton, and leadership coach Tony Robbins.

We also seek out emerging artists, scientists and thinkers, introducing them to the TED community well before they hit the mainstream. After all, TED is about much more than famous names. It is about passion, laughter, beauty, ingenuity and ideas capable of changing the world.

Our presenters may run the world’s most admired companies or design its best-loved products; they invent world-changing devices, and create ground-breaking media. They're trusted voices and convention-breaking mavericks, icons and geniuses. AND... TED’s audience is as extraordinary as its speaker line-up: Internet pioneers (including the founders of Google, Amazon, eBay), movie producers, architects, creative directors, CEOs, perhaps a dozen billionaires, authors, investors, celebrities, philanthropists and leading opinion formers of every kind.

What began as a for-profit endeavor, in 1984, was sold in 2001 to Chris Anderson's private foundation, devoted to leveraging the power of ideas to help make a better world. Since then TED has begun distributing its content online, free to the world, and has introduced the TED Prize, in which three individuals each year are granted "one wish to change the world" which they reveal at the conference. (see http://TEDprize.org).

There is much more about TED, and the foundation which owns it, at our website www.TED.com. Here are some pages you may want to check:

http://TED.com/TEDx (the homepage for TEDx)
http://www.TED.com/index.php/pages/view/id/43 (media coverage of TED)
http://www.TED.com/index.php/pages/view/id/122 (speaker and attendee comments on TED)
http://www.TED.com/index.php/talks (audio and video podcasts of the talks, mentioned above)
http://TED.streamguys.net/site/taste.html (7-minute Taste of TED Documentary)
General TEDxLizardCreek Rules:
• Your talk should not go over the time you've allotted. 18 minutes is the maximum allocated time. 18 minutes is by no means what is required, 3,5,10 minutes speeches are allowed.
• All speakers are required to be seated in the audience, and enter the stage from the audience.
• All speakers are encouraged to stay for the whole conference and to mingle during breaks.
• You will be required to attend a quick run through practice the day before the event on April 25, 2014. This is our inaugural event and a practice run will be required so that the actual event goes off with limited issues.
• You should prepare for a TED-style presentation -- focused and sharp, for a smart general audience. If not familiar with TED, viewing TED talks at www.ted.com is recommended.
• You are encouraged to take emotional risks.
• Absolutely no corporate plugs from stage and no company videos.

TEDx has put together a TED Commandments for speakers. These 10 tips are the heart of a great TED talk.

TED Commandments:
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 switch everyone 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. **Feel free to comment on other speakers, to praise or to criticize.** Controversy energizes! Enthusiastic endorsement is powerful!

8. **If possible, don't read your talk.** Notes are fine. But if the choice is between reading or rambling, then read!

9. **You must end your talk on time.** Doing otherwise is to steal time from the people that follow you. We won’t allow it.

10. **Rehearse your talk** in front of a trusted friend ... for timing, for clarity, for impact.
Information about our venue:
Lake Gaston Lions Club
139 Stanley Rd, Henrico, NC
(252) 586-9866

Lions Den Features
• Seating for 250 in the main hall
• Seating for 20 in the Conference Room
• Kitchen Facilities
• Audio Visual Facilities
• WiFi and Ethernet Broadband Internet.
• Handicap Accessible
• Support for the Hearing Impaired

The venue will be set up appropriate to the TEDx event providing themed décor, audience seating and comfortable break areas.