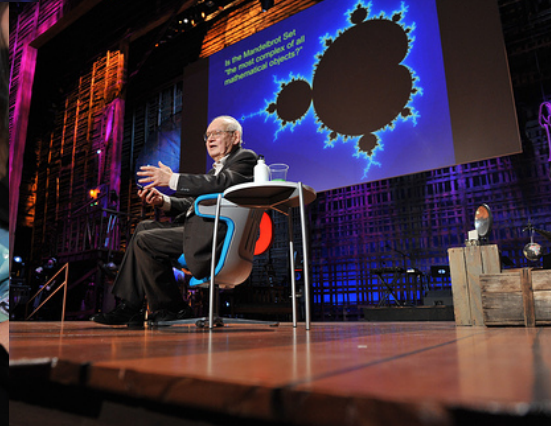
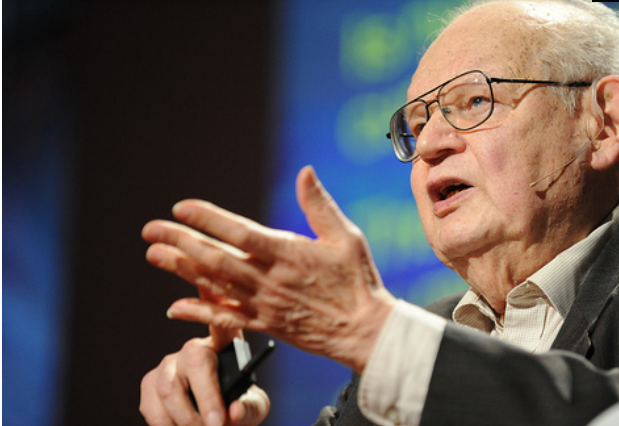


TEDxAcademy: Athens, Greece



What Greece Needs NOW: How to re-invent a Country!

Monday Oct 4th, 2010
Athens, Greece.



What is **TED**?

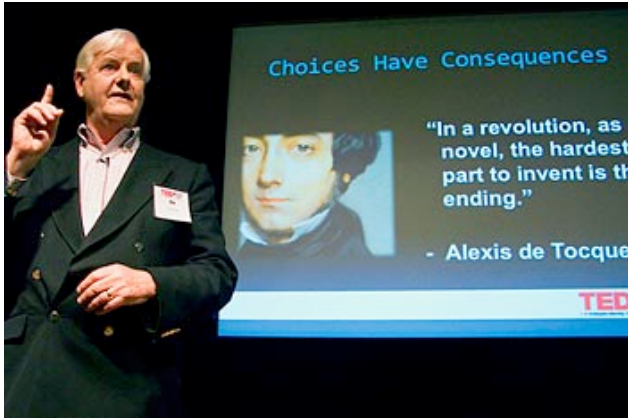


- TED is an annual event where some of the world's leading thinkers and doers are invited to share what they are most passionate about.
- “TED” stands for Technology, Entertainment, Design — three broad subject areas that are, collectively, shaping our future.
- Past speakers include Bill Clinton, Bill Gates, Jane Goodall, Frank Gehry, Paul Simon, Sir Richard Branson, Philippe Starck and Bono.
- TED was first held in Monterey, California, in 1984. In 2001, Chris Anderson's Sapling Foundation acquired TED from its founder, Richard Saul Wurman and is committed to “ideas worth spreading”.

What is **TEDx**?



- In the spirit of ideas worth spreading, TED has created a program called TEDx - 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.
- <http://www.youtube.com/tedxtalks> TEDx explanatory video.



TEDxAcademy: Our Inspiration



- Academy was founded by Plato in 387 BC in an sacred olive grove dedicated to Athena goddess of wisdom and skills in Athens Greece.
- Academy was a society for the advancement of literature, art and science and it took its name after the hero Academus.
- Today TEDxAcademy stands as an inspiration of bridging the past and the future in the advancement of ideas, thinking, literature, art and science in re-inventing Greece.

TEDxAcademy Athens, Greece.



- We are organizing a not for profit “think tank” event that will eventually repeat every year and will create a social dialogue.
- Objective is to offer powerful, inspirational and optimistic live talks and TED talks. This year theme is **“What Greece Needs NOW: How to re-invent a country”**.
- We dream that **TEDxAcademy** event will provide a springboard for ideas and actions for a political, cultural, educational, ethical, and aesthetic **renaissance** that is so much needed in Greece for Societal, and Economic Growth.
 - Target Audience: 400 guests, thinkers, doers, business people, educators, public servants, students and concerned citizens.
 - Date: Monday Oct 4th.

TEDxAcademy: What Greece needs NOW!

- ***Greece is facing a profound crisis*** in Socioeconomic level, a crisis of trust in global and local level, and a crisis of values and morale on an individual level. TEDxAcademy aims to deliver a mix of talks that will provide inspiration, optimism and spark connections and discussions in a deeper level. The key pillars we will discuss are:
 1. ***A new Vision for the future of the country:*** A long term vision for a political, economic, cultural, educational, ethical and aesthetic renaissance with values such as transparency, accountability, responsibility, trust, efficiency, simplicity, honesty, humanity and compassion. Talks will include speakers to discuss the country long-term vision. We want to discuss the new political philosophy and possibilities for an effective and efficient governance in the information revolution era. “Ways and How to” re-think the economy, improve public services and the well being of the Society by spending less. We want to present examples of Innovative and disruptive approaches in all aspects of society. A new vision will also include art performances to present the key new values in powerfully expressive artistic forms and ways.
 2. ***Values and the responsibility at the citizen level.*** It is the responsibility not only of the government but all of us to contribute towards a societal reform. We aim to discuss the ethics and our moral responsibility as citizen as per the famous phrase: “Ask not what your country can do for you but what you can do for your country”. Also discuss the groundbreaking work in understanding human behavior in changing perceptions and shifting habits. We will discuss ideas and possibilities of changing the perception towards a “new patriotic attitude” to take responsible actions towards the country and the future we will inherit to the coming generations. We aim to discuss ideas and ways to re-build the breached trust loop of government, public servants and citizens. How we re-estate ethos and responsibility. We will present examples of simple people making miraculous positive impact towards other people and the society.
 3. ***Action New business models, technology, education and innovation:*** to build sustainable competitive advantage in the even more competitive global arena. We will discuss critical success factors and ways to improve Greek competitiveness as a country. The crucial role of Innovation in rethinking our business models in key areas of our economy such as shipping, eco-tourism, green energy. We aim to present successful examples of other countries “getting there”. We also aim to present examples of Greek companies with breakthrough practices, Greek companies that compete successfully in the global arena with cutting edge technologies, inspiring examples of municipalities and communities that embrace and apply successfully new models of business and governance. We aim to provide examples of breakthroughs in educational models, social models, and other disruptive successful cases.

	Pilar	Tentative Speakers Examples / Demos
1	<p>A new Vision for the future and the country</p>	<ul style="list-style-type: none"> - 1. Chris Andersen video Talk Opening 6' - 2. Simanta Das: Physicist, Health Care Expert, Investor in HealthCare in India. Confirmed. 18' - 3. Stelios Ramfos: Philosopher, The Greek Problem. Confirmed 18' - 4. Aristos Doxiadis: Understanding the Greek Economic Landscape Confirmed 18' - 5. World Economic Forum Speaker on key success factors for improving competitiveness 18' 6. IMF: A Demon or an Angel? Speaker - 7. Apostolos Doxiadis: Performance 18'
2	<p>How to re-invent a country: New Values, New practices</p>	<ul style="list-style-type: none"> - 7. Dan Arielly TED talk Long Beach 2009 18' TED Video Talk. - 8. Costas Bakouris: How to fight corruption in Greece. - 9. Eugenia Lianou, Coco-mat. Running a company with family values. 15'. - 10. Kivotos tou Kosmou: Father Antonios Papanikolaou: A remarkable Social Model. 18' - 11. Dimitris Tsoukalas: A remarkable governance model. Municipality Example Anavra Magnisias 9' Confirmed - 12. Alogoi Group: The Escape 10' Art Performance: confirmed.
3	<p>Action New Business Models, Technology, Education and Innovation</p>	<ul style="list-style-type: none"> - 13. Steven Van Der Kruit, Firmenich. Understanding the trends in our Global Society. Confirmed 15' - 14. Kostas Mallios General Manager, CSA Strategy and Business Development Microsoft Corporation 18' Confirmed - 15. Theo Forbath: Out Innovate the Crisis. VP Innovation and Technology Frog Design USA Confirmed 18' - 16. Sotiris Bantas: Helic. Exporting cutting edge technology to US and Japan 9' Confirmed - 17. Yiorgos Panzaris: Technology i-phone apps. 9' Confirmed. - 18. Green Energy Example: Protonex Bioenergy Spirulina Cultivation for Green Energy in Nigrita Toutsiakos Vagelis and Prof. Tsiropoulos 9' - 19. Performance 18'
		<p>Total 20 talks - performances spots: total time 267 minutes</p>

TEDxAcademy: Social Spaces & Parallel Events



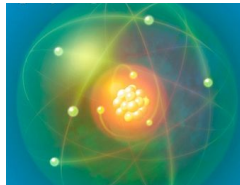
Collect your organic brow bag lunch and join the conversation at the atrium. We will prepare and send you a list of the 10 people to meet while at TEDxAcademy. Enjoy the art installation and the music band playing at the atrium This is the time to connect and start the conversation.



Visit the site of the **Art Gallery** and, under the guidance of a special Educator, you will have the opportunity to perceive the development of art through time.



Eco-Living Village sponsored by Coco-Mat and Firmenich. Participate in a tour of the smells and creativity. From organic fields, to ethical plant production, to new molecules. Enjoy a tour in the art and science of creativity and innovation. Keynote Workshop Speaker: Marc Jourdan-Gassin. Vice President Firmenich Fine Fragrances International.



Connectivity Village sponsored by Sony. Experience effect virtual communication, participate in the discussion. Experience the i-mate simultaneous presentation and conference at the University for LA and Athens!



Innovation & Design workshop sponsored Microsoft. Andreas Zapatinas, car designer, will present us with the “power of the line” in design.

demos-technology











TEDxAcademy: A platform for Social Dialogue



- Live feed the event in Universities across Greece and companies to give the opportunity to remote areas to “access” the event and the ideas.
- We plan to connect Art Schools for Art Installations and exhibits to give the opportunity to participate “hands on”
- We plan to create a social dialogue via our site at www.tedxacademy.com with all the talks live and to continue the conversation every year with a different topic....
- We want to make the difference and we invite everybody to contribute for a better, stronger Greece we are proud of...
- This is the time to join the journey....

Why embrace **TEDx**Academy?



- Because you will be investing in the creation of a community who believes in the power of “**ideas worth spreading.**”
- Because you believe in bringing together corporations and individuals who want to be “**change agents**” surrounding remarkable thinking and ideas.
- Because you want to leverage ideas, technologies, design, and education to help create a “**better future**”
- Because **TEDx** Academy will create a video library with all the talks from the event people can visit at www.tedxacademy.com. “**A new social platform**” or exchange of ideas on a going basis.

Partnership Opportunities



- We are seeking Partners and Supporters that believe ideas, technologies, design, and education can create a "better future"
- We are seeking Partners to help us deliver the event on a not for profit and ideally in kind and service and not on a cash basis.
- We are seeking Partners in the following areas:
 - Venue and Reception (Food/Beverage)
 - Travel and Hotel for Speakers.
 - Creative and media Partners and Printing of event book.
 - Books and Gift-bags
 - Filming and Editing.
 - Webcast
 - Workshops
 - Exhibits/Demos

Recognizing our Partners



Platinum Partners and Premium Partners:

- Booths and Workshops at the event.
- Invitation seats reserved for Platinum and Premium Partners.
- Stage Slides Mention.
- Sponsor Remarks.
- Program Guide Mention.
- Logo Placement on Website.
- Invitation of Platinum and Premium Partners at Speakers Dinner.
- Opportunity for the partner host a special event for the event speakers.

Our Partners so far...



	Partners:	Contribution:
Platinum Partner	In progress...	Venue, Reception,
Premium Partner	Open to join us!	Staging & Production Cost.
Event Partners	Microsoft	Event Management support
Creative Partner	Fortune	Creative, Advertising and Media support
Booklet Partner	In Progress...	Event Guide Print
Gift Partners	CocoMat	Gift bag Partner
Venue Partner	In Progress	In Progress
Hospitality Partner	InterContinental	Hospitality for Speakers.
Travel Partner	Open to join us!	AirTravel
Filming Partner	Parasol	Video & Filming
Event Partners	EY ZHN	Production Assistance
Web Partner	Eurisko	www.tedxacademy.com support

Recognition for our Partners



Platinum Partner	Premium Partner	Event Partners
Venue and Reception	Staging and Production	Contribution in Kind or Service
-Attend Speakers Dinner.		
-Provision of Booth for Demo. -Workshop presentation at event.	Provision of Booth for Demo or side event.	
Invitation seats reserved for the event: 20	Invitation seats reserved for the event: 10	Invitation seats reserved for the event:2
Logo placed on site at the Platinum Partners section	Logo placed on site at the Premium partners section	Logo placed on site at the Event Partners section.
Pre and Post event reference as PLATINUM PARTNER in all Press Releases.	Pre and Post event reference as PREMIUM PARTNER in all Press Releases.	Pre and Post event logo of and Partners at communication letterhead of TEDx Academy Event.
Booklet reference PLATINUM SECTION	Booklet reference PREMIUM SECTION	Logo placed in event partners.
Reference of the Platinum Partner at event in the Introductory note and at brakes. Play of Platinum Partner Commercial	Reference of the Partner at event in the Introductory note and at brakes.	Logo placed at brakes slide.

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Oct. 4th. 2010

To find out more please contact:

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