



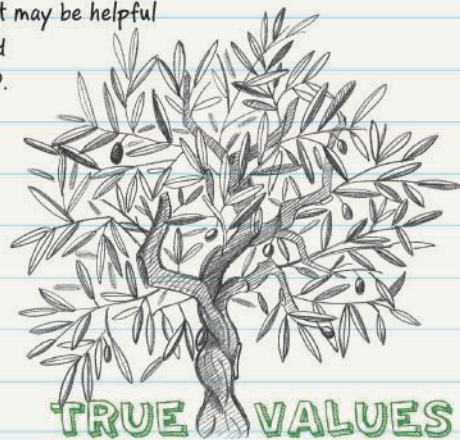
Congratulations! We are thrilled that you and your ideas will be part of TEDxAcademy:
"What Greece needs NOW!" You have been selected as a speaker because we believe in your ability to communicate the richness and importance of your subject to an interdisciplinary audience, and we find that your idea strikes at the heart of TED's overall mission: you've got an idea worth spreading!

Preparing for TEDxAcademy will be a significant commitment and it demands some pre-work. You will be presenting to a selected audience of 400 people and your talk will be accessible online, and may even make it on TED.com where most talks have from 100,000 to several million viewers. The volunteer team of TEDxAcademy is here to support your effort preparing you for your talk and this is the objective of this guide.

In the pages that follow you will find tips for your talk preparation, **the 10 "commandments" for a successful talk**, information about TEDxAcademy venue, technical details and also a roadmap and time line schedule. Almost all TEDxAcademy speakers are very experienced with a long line of successful talks under their belt. However, we thought that it may be helpful to prepare this guide for you and make your talk preparations even more enjoyable. We would like also to stress that TEDxAcademy is an independently organized under license from TED. It is not TED proper.

Congratulations once again! We are excited that we will have the pleasure and the honor to have you with us.

Niki Siropoulou
TEDx Curator



2



All about 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 experience" and "a 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.

TEDx in brief

TEDx is a program of local, self-organized events that bring people together to share ideas worth spreading. At a TEDx event - where "x" stands for independently organized event - TED Conference only provides general guidance and TED Talks, videos and live speakers combine to spark deep discussion and connection. TEDxAcademy is a non-profit event, totally organized by a group of volunteers. All speakers, partners and sponsors provide their services for free. This event would be impossible without their help! Thank you all!



ATHENS ✱


Benaki Museum
October 4th at 14:00 ✱




What
Greece
needs
NOW!




We are all facing a **profound crisis**. A crisis of trust, of value and of morale in a global, a local and an individual level. **TedxAcademy** aims to deliver a mix of talks that will provide **inspiration** and **optimism** while spark deep connections towards a personal and hopefully a **societal renaissance**.

Our theme aims to project a new **Vision for Greece**. 

At the same time, our theme aims to promote **Values** and the **responsibility** of all us as citizens.

 As per the famous phrase "ask not what your country can do for you, but what you can do for your country", **TedxAcademy** will present remarkable examples of single people **making the difference** in our society.

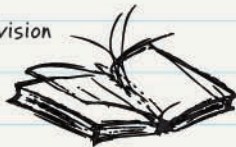
Last but not least, **TedxAcademy** will celebrate **Action in technology, education and innovation**, by presenting **brilliant examples** of Greek companies that have managed to compete successfully in the global arena, making us believe that nothing is impossible. 



Setting out

TED presenters might make their TEDTalks look **effortless**, but there are hours of **thinking, preparing, practicing**, slide revision and memorization involved behind each spectacular Talk.

You are one of those great presenters too!



Developing your content

Your **TEDxTalk** should be **focused and sharp**. It should go deep rather than broad. It should include visuals that develop your ideas. It can include unique aspects of **personal experience** or projects, **powerful and illuminating**. There is absolutely **no** need for corporate, political, or religious plugs from stage. That would be an abuse of the **TEDx** platform.

Timing

TEDTalks should not run longer than 18 minutes. Everybody's case is a bit different, but you are kindly requested to fit your presentation into 15 to 18 minutes. In case you exceed 18 minutes, the coordinator will ask you to end your talk.



ideas

5

Speaker tips

You had been in this place before, so you know best.

Still, the ideal presenter will speak **slowly and clearly**,

will deliver his or her speech mostly by memory,

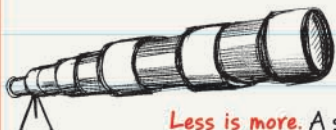
will be **passionate and engaging**, and yet will be flexible

to possible technical glitches or memory lapses.



Please contact
photographer for
your picture:
Dimitris Maniatis
mob: 6944684984
email: dimitris@diemphoto.com

Once you take a look at our timeline for preparation, you will see some benchmarks we set for these presentations. Of course, we can be flexible due to other time commitments you probably have, but we do expect you to **rehearse and rehearse...** till you feel absolutely sure of yourself.



Visuals

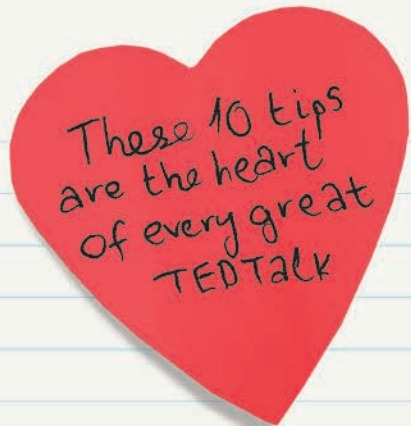
Less is more. A single, strong, graphic image or succinct line of text will tell your story better than a crowded collage or packed paragraph. Remember, people need to process everything you are saying while simultaneously absorbing your slides.

Ask for help

If at any point you have a question (regardless how trivial you may think it may be), please do not hesitate to ask us. We are here to help you make the best talk possible and we are more than willing to help you.

Please check contact details on page 11.





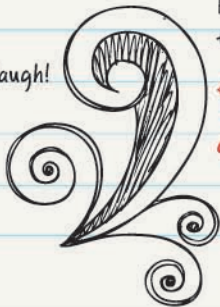
1 **Dream big.** Strive to create the best talk you have ever given. Reveal something never said before that the audience will remember forever. *Share an idea that could change the world.*

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 please, 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!

8 **If possible, don't read your talk.** Notes are fine. But if the choice is between reading or rambling, then read! But this is not the case with you, right?

9 **You must end your talk on time.** Doing otherwise is to steal time from the people that follow you. Unfortunately we can not allow it. In case you exceed 18 minutes, the coordinator will ask you to end your talk.

10 **Rehearse your talk in front of a trusted friend ...** for timing, for clarity, for impact.



TEDx Academy calendar



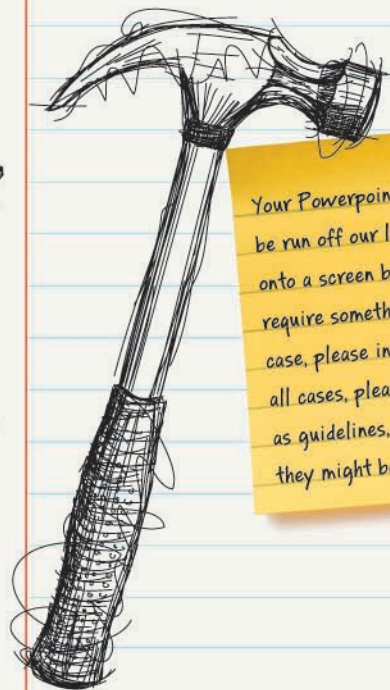
7

NO TIES!
DRESS
CASUAL!

	Sept 7	Sept 5-11	Sept 12-18	Sept 19-25	Sept 26-Oct 2	Oct 3	Oct 4
Send bio & photo or attend photo session for local speaker	✓						
Sign & complete speaker's permission form		✓					
Presentation outline & format ready			✓				
Meeting with TEDx Academy organization team				✓			
Speech rehearsal & timing					✓		
International speakers arrival					✓	✓	
Speakers' dinner						✓	
Day of event							✓



Things to keep in mind when formulating slides.



Your Powerpoint presentation will be run off our laptops and projected onto a screen behind you, unless you require something different. In this case, please inform us in advance. In all cases, please refer to these specs as guidelines, but be prepared that they might be subject to change.

Image Size

Please design your presentation to fit within any of the following specifications:

WIDESCREEN HD (16:9 aspect ratio): 1920x1080 (hi res)

WIDESCREEN HD (16:9 aspect ratio): 1280x720 (low res)

SQUARESCREEN (4:3 aspect ratio): 1024x768 (hi res)

SQUARESCREEN (4:3 aspect ratio): 800x600 (low res)

Title Safe

Please keep a 10%-20% margin around your text, much as you would when typing on a piece of paper.

This ensures that everyone will be able to read your slides.

Text Size

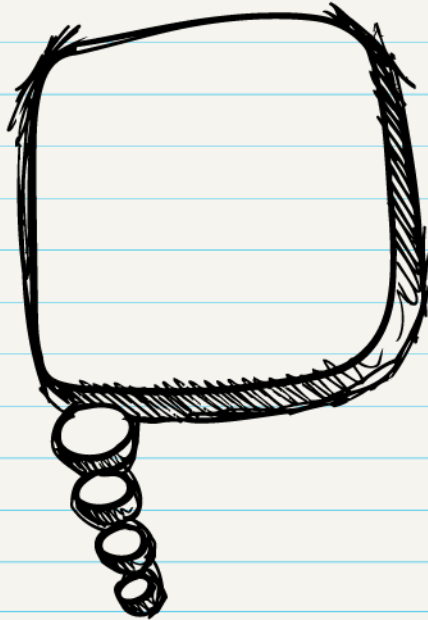
You rarely need more than six lines of text on a slide.

Think text as an image: often, only a line or two will do.

Slide image size	Minimum font size
1024 x 768	28 pts
800 x 600	24 pts
1920 x 1080 (wide)	40 pts
1280 x 720 (wide)	28 pts



Things to keep
in mind when
formulating slides.



Text Clarity

Sans-serif fonts (like Helvetica) are easier to read at a distance than Serif fonts (like Times New Roman). To avoid last-minute glitches, font files should be embedded in your presentation file.

Background

A simple, elegant background behind your text should be used to complement and enhance the readability of your words.

When using a dark or black background, you may want to make the text bold.

Graphs, Graphics and Photos

Use high-resolution pictures and graphics. Full-quality photos from a digital camera will look better than images pulled off the web.

You must properly license all images for TED's use in worldwide video and web distribution. So please, do not use images from the web unless they are clearly licensed under Creative Commons for use.

For data graphs or charts, be sure to follow the minimum font size guidelines above for all text, including labels on x- and y-axes and data points.



Useful examples that might help you

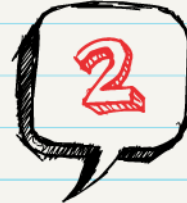
Five presentations featuring clean, crisp, effective design that worked live at TED, and also online.



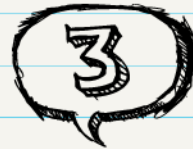
10



Erin McKean - Redefining the Dictionary (2007) <http://www.ted.com/talks/view/id/161>



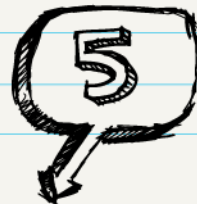
Al Gore - 15 Ways to Avert a Climate Crisis (2006) <http://www.ted.com/talks/view/id/1>



Larry Lessig - Creativity and the Law (2007) <http://www.ted.com/talks/view/id/187>



Rives - 4 a.m. (2007) <http://www.ted.com/talks/view/id/148>



John Doerr - Profit and Salvation in Greentech (2007) <http://www.ted.com/talks/view/id/128>

Good luck!

We are looking forward to welcome you
in **TEDx**Academy event in Athens!

Contact details

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