

# TEDx FondduLac

x = independently organized TED event

## TEDxFondduLac 2018 Speaker Interest Guide



January 1, 2018

Dear Potential TEDxFondduLac Speaker,

We are very excited that you have shown interest in being a speaker at our second event, TEDxFondduLac 2018, an independently organized TED event! Our 2018 event will be held on Saturday, August 25, 2018 in beautiful downtown Fond du Lac once again at the Thelma Sadoff Center for the Arts. The information that follows is going to set the stage for what being part of our speaker group means should you be selected so that you are the most informed. Last year, our inaugural year, we had over 90 applicants from all over the country that was narrowed down to 14 stellar individuals, so we want everyone to be the most prepared for our 2018 event's selection.

TEDxFondduLac team's goal is to create a TED-like experience in Fond du Lac, with a slate of 14 new speakers giving their own TEDx talks on the red dot in 2018. Following the mission of "ideas worth spreading", we aim high to ensure our audience walks away with concrete ideas they can pass on to their community immediately, but also work to make sure the talks that day are in the worldwide intention of the mission as all talks are filmed and impact the global community. This licensed event meets the rules and regulations set forth by the TED organization.

If chosen to speak, we will assist you during the preparation process in a number of ways, including with concrete deadlines for talk drafts, an assigned speaker coach who you can work with at your own pace and frequency at mutually convenient times, and more. Your talk will be filmed at the event, just like all TED and TEDx talks, and posted online. Remember your talk cannot be longer than 18 minutes (more on that if you're chosen for the stage).

Your talk may be on any topic you are interested in that you feel would fit the TED format. Please remember that it is the idea, not the speaker, that is the focus. If you have an "idea worth spreading", we want to know about it! Our speaker selection committee reviews each and every application carefully, so give it a shot!

After reading through this information, which gives some more information on the important deadlines, feel free to submit your application by the end of the day on February 4, 2018. There's a lot more information our speakers will find out after they're chosen, so stay tuned!

Best of luck!

The TEDxFondduLac Team

# The Basics

## What is TED?

TED is a nonprofit organization devoted to Ideas Worth Spreading, usually in the form of short, powerful talks (18 minutes or fewer) delivered by today's leading thinkers and doers. Many of these talks are given at TED's annual conference in Vancouver, British Columbia, and made available, free, on TED.com.

## What is TEDx?

*About TEDx, x = independently organized event*

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. 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. (Subject to certain rules and regulations.)

## So what's TEDxFondduLac?

TEDxFondduLac was born in late 2016 when its founder attended another TEDx conference and on the drive back home said to herself, "I'm bringing that to Fondy." The next day, a license was applied for and soon after that, TEDxFondduLac was official and a team was formed. The TEDxFondduLac 2017 event sold-out of its 100 ticket maximum requirement and received a perfect score in attendee satisfaction. The videos from the event had been viewed over 40,000 times on YouTube in approximately two months.

Since receiving the license renewal for the TEDxFondduLac 2018 event, license holder and lead organizer Sarah Spang has traveled to New Orleans for the TEDWomen 2017 conference and will be attending TEDFest 2018 in Brooklyn, New York in April 2018, which will lift attendance caps for the 2018 and future TEDxFondduLac events.

## What you need to know about TEDxFondduLac 2018

**Where:** Thelma Sadoff Center for the Arts  
51 Sheboygan Street, Fond du Lac, WI

**When:** Saturday, August 25, 2017, 8 a.m. - 5 p.m. (approximate end time)

# How You Know You Have A Talk

## What is a TEDx Talk?

TEDx Talks are a showcase for speakers presenting well-formed ideas in under 18 minutes. If you haven't seen a TEDx Talk (which are different from the official TED Conference talks only in how the event is put together, but not in how the talks must feel), we encourage you to watch a few from different topics and independently organized events. The official TEDx Talks [YouTube channel](#) is a great place to start and here are some of our favorite talks:

- [Greg from Fargo](#): Create the community you want to be a part of
- [Lucinda Vette](#): Lessons from Listening to Horses - from TEDxOshkosh!
- [Sam Berns](#): My philosophy for a happy life

Watch some TED Talks too - they're great!

## But really, can I go over 18 minutes?

No - it wouldn't be a TEDx Talk and any talks going over that time limit risk not being included as part of the TEDx Talks library. The time limit is part of what makes TEDx Talks work. And remember: shorter talks are not lesser talks. It may only take 5 minutes to make your point unforgettably. Like this one from Joe Smith on [How to use a paper towel](#).

## What makes a good idea for a talk?

Following the [TED Commandments](#) is a pretty good first step. And yes, it's a thing.

## Do I need to be an expert on my topic?

You do not need to be the world's foremost expert on the topic, but you do have to be an expert of sorts. Please remember that the audience, and those who will watch your Talk later online, rely on you to give accurate information, so whatever you say in your Talk, please fact-check - especially facts you may take for granted: statistics, historical anecdotes, scientific stats. If you're drawing an example from a discipline that is not your main area of knowledge, use research from widely accepted and peer-reviewed sources, and, if at all possible, consult with experts directly.

# TEDxFondduLac 2018

## Speaker Timeline

### ***January 1, 2018 - Applications open***

### ***February 4, 2018 - Applications due***

By the end of the day, our system will close and no more applications will be accepted. And then our job really begins, so make sure to visit [tedxfonddulac.com](http://tedxfonddulac.com) and submit your application by this date.

### ***February 19, 2018 - Finalists chosen***

Applicants chosen for an in-person (preferred), by-phone, or video-conference interview will be notified by this date to coordinate an interview at a mutually convenient time with our interview team. Do not let distance concern you - our 2017 event had individuals beyond Wisconsin and we made it work!

*\*Please note due to the overwhelming response in applications last year and the anticipated amount received again this year, only applicants that reach this round will be notified of their selection.*

### ***March 1-10, 2018 - Finalists come in for interviews***

We'll meet with you to talk about your idea, how you wish to present it, clarify any questions you may have about TEDx/TEDxFondduLac/etc. and get to know you a bit more.

### ***March 16, 2018 - Speakers chosen and notified***

Speakers chosen for the stage will be notified and sent additional information, a contract, etc. regarding their participation and to confirm they wish to continue.

*\*Those not chosen will hear from the team that they were not selected.*

### ***March 30, 2018 - Signed Agreements Due***

First deadline! Confirmed speakers must sign and return an agreement prior to continuing to work with the team as part of our agreement of having the TEDx license.

### ***April 4, 2018 Evening - Speaker/Team meeting at Thelma***

A meeting of the speakers and team will be set up at Thelma, our day-of venue, in the evening for as many of the speakers and team to get to mix and mingle, check out the space, and answer questions in a group setting. Appetizers and soda on the TEDxFondduLac team (cash bar available too)! (*Attendance not required, but please attend if your schedule allows!*)

### ***April 20, 2018 - Bios and Headshots Due***

Your next deadline - short biographies and headshots due. 100-150 words about who you are and what you do. If you don't have a headshot, let us know and we'll hook you up.

***May 18, 2018 - Talk First Draft***

The first draft of your talk is due to Sarah and your speaker coach to ensure you are on track for success. Feedback will be provided within one to two weeks.

\*Note that prior to this you will have been assigned a speaker coach that you will be working with at your own pace.

***June 22, 2018 - Talk Second Draft/PPT First Draft***

The second draft of your talk is due to Sarah and your coach. Feedback will be provided within one to two weeks. Should you wish to use a PowerPoint, the first draft of this is due as well. The tech team will review and provide any feedback, and Sarah and your coach will as well to determine layout, consistency with your talk, necessity, etc.

\*Note that if you haven't been working with your coach much yet, this would be the time to start.

***TBD - Group Practice Time***

A time to practice talks as a group will be determined and scheduled at a later date at a time convenient for the majority. Coaches will be available to provide primary feedback.

***July 27, 2018 - Talk Final Draft/PPT Final Draft***

The last draft of your talk is due to Sarah and your coach, but that doesn't mean it won't go through more iterations. They'll again provide more feedback to you. Your PowerPoint should be in its final stages, with the tech team being at the forefront of ensuring its day-of ready. Sarah and your coach may make recommendations on what's best for the slides.

\*Note that your coach will be the one to lean on at this point to get you ready, but please reach out to anyone on the team if you need practice time, etc.

***August 10, 2018 - Final Time for the Talks***

As you continue to practice, your talk may have been varying in length. Although you will indicate what the times have been with each draft, this is the date you need to tell Sarah how long your talk is timing out to officially - your talk should be pretty much finalized and being memorized by this point.

***August 24, 2018 - Rehearsal Day***

A time will be scheduled for you to present your talk in its final form at Thelma as set up for the big day happens!

***August 25, 2018 - TEDxFondduLac 2018***

# Questions?

We know this is just the tip of the iceberg, but the timeline is meant to help applicants understand that we take being a part of our speaker roster very seriously. There will be many tools and more information provided to those who are chosen for the stage that will clear up questions about how to craft the talk, so don't worry if you have more questions about that - this is just the beginning!

If you do have any questions, feel free to contact our team at [info@tedxfonddulac.com](mailto:info@tedxfonddulac.com).