



Forgotten Fundamentals

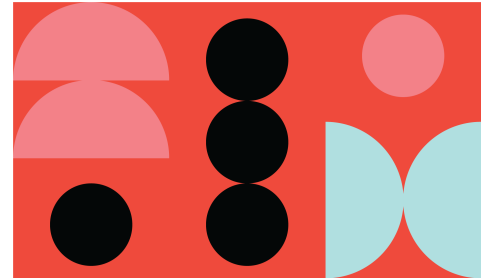
TEDWomen2018 TEDx Workshop Breakout

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Audience

Common trap: Growing fast

- Selling tickets or building community
- Curating the ideal audience
- Diversity, variety, curiosity, genuine idea sharing
- Big is great, small is beautiful
- Scaling awareness or tighter mapping
- Considering virtual audience



Focus on community

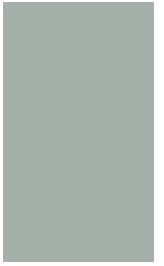
Common trap: General ideas for audience experience

- How to serve the local community
- Identifying community needs
- Curatorial aim



example aims

- Bridge generation gaps
- Form mentorships
- Cross disciplines
- Exposure to something new
- Engage introverts
- Foster collaboration and meaningful relationships
- Connect around a project with measurable impact
- Expand talks content
- Have much needed fun



Anticipate logistics



Common trap: Logistics overtaking curation

- Hard to resist more great ideas
- Grow slow
- Adaptable system
- What can be cut if overburdened
- Minimum for core values of a “TED-like” experience

common dilemmas



Venue + spaces

- Registration and catering
- Foot traffic

Audience + experience

- Over/under booking
- Available materials

Speakers + Program

- Communication
- Audience fatigue

Finance + sponsors

- Cost recovery
- Delays and cancellations

Frugal innovation

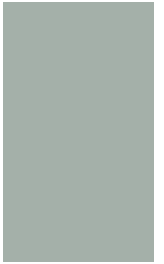


Common trap: Relying on cash

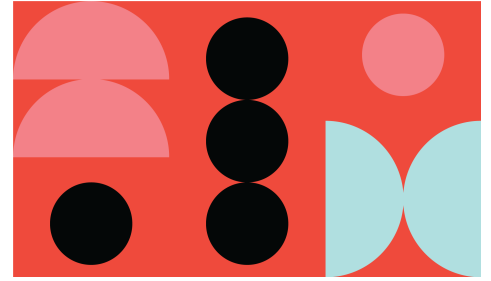
- Purpose-driven innovation with cheap materials
- Meaningful and thoughtful swag items
- Taking innovation from the community and offering it to the audience
- Long term in-kind partnerships; the partner philosophy

Seamless experiences have been created with:

- Mazes, maps, paths
- Lights
- Pins, pens, ink, cards
- Pillows, socks
- Chalkboards, post-its, signs
- Haircuts
- Balloons
- Lollipops, baked goods, beer
- Plants, containers, fences
- Finger paint
- Toys, household objects
- Instruments
- Umbrellas
- Cardboard



Crowd-accelerated innovation



Common trap: Copying what works

- Inspiration from other events
- Adapt with curatorial purpose + community focus
- TEDxHub
- @TEDx_Official
- TED/TEDx Flickr

Mentorship

Common trap: Creating in a vacuum

- Outreach between regional organizers
- Connecting communities to build strength and potential
- Seeking events with similar formats
- Global engagement online
- Self-regulating community

