

# **Call for Speakers**

## **TEDxTheEvergreenStateCollege**

### *Facing up to Climate Change*

The Evergreen State College is now accepting proposals for speakers at our second annual locally organized TEDx event (license pending) in February 2013. Proposals are due January 4, 2013.

TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. TED is a nonprofit devoted to Ideas Worth Spreading. It started out in 1984 as a conference bringing together people from three worlds: Technology, Entertainment, Design. 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 second TEDxTheEvergreenStateCollege conference, scheduled for February 25, 2013, is planned to inspire Evergreen students, faculty, staff, alumni and community members through ideas worth spreading about responses to climate change. This event will highlight innovative activities that address the needs of our community now and in the future.

We are looking for inspirational stories to share with campus and local community members and, through the TED format, with the rest of the world.

#### **When and where is the event?**

- Planned for a half-day event on February 25, 2013
- The event will be held on The Evergreen State College campus

#### **What kind of stories are we looking for?**

- Innovative responses to the impacts of climate change (new perspectives from outside the box)
- Interdisciplinary innovations that cross cultural and organizational boundaries when it comes to adaptation and mitigation of climate change
- Solutions that have been proven and implemented
- Passionate individuals who believe they can inspire others through their message

*Facing up to Climate Change* will showcase innovative, interdisciplinary responses to the realities of climate change. We are looking for a range of stories from personal to community level actions that may include innovative applications of technology, lifestyle, or public policy.

Stories may include mitigation of greenhouse gas emissions or adaptation to the effects of climate change. All stories must refer to completed or on-going work in the Pacific Northwest that could be a model for similar work elsewhere in our region. We are looking towards the

future and desire to showcase a diverse variety of actions that can help communities adapt to this global environmental issue.

Finally, per TED's speaker requirements:

Speakers must tell a story or argue for an idea. They may not use the TED stage to sell products, promote themselves or businesses. Every talk's content must be original and give credit where appropriate. Speakers cannot plagiarize or impersonate other persons, living or dead.

Speakers must be able to confirm the claims presented in every talk -- TED and TEDx are exceptional stages for showcasing advances in science, and we can only stay that way if the claims presented in our talks can stand up to scrutiny from the scientific community. TED is also not the right platform for talks with an inflammatory political or religious agenda, nor polarizing "us vs them" language. If Talks fail to meet the standards above, TED reserves the right to insist on their removal.

### **What type of presenters are we looking for?**

Dynamic speakers actively involved in the story they would share, extraordinary voices from the Pacific Northwest who have a unique story or an unusual perspective -- and who can convey it in a dynamic way. Locally organized TEDx events strive to highlight:

- Local voices that few have heard before
- People who can present their field in a new light
- Perspectives that the global TED community may not have access to
- Diverse demographics, ethnicities, backgrounds, subject matter

Speakers should also be willing to follow the TED format for their presentation<sup>1</sup>. The TED Commandments provide a helpful perspective on the speaker's role:

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.

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<sup>1</sup> [http://www.ted.com/pages/inviting\\_tedx\\_speakers](http://www.ted.com/pages/inviting_tedx_speakers)

7. **Feel free to comment on other speakers' talks**, to praise or to criticize. Controversy energizes! Enthusiastic endorsement is powerful!
8. **Don't read your talk**. Notes are fine. But if the choice is between reading or rambling, then read!
9. **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.

### What is the commitment?

Speakers will be asked to:

- Maintain regular communications with the organizing committee prior to the event
- Prepare in advance and participate in a final check-in shortly prior to the event
- Sign the TED Speaker waiver “affirming that they are the sole author of their presentation, that they own all rights to the content in their presentation, that they will inform you about any third-party material in their presentation, and that use of their presentation won't violate the rights of any third party.”<sup>2</sup>

Also, TEDx guidelines require:

- **At the event:** Speakers will sit in the audience and enter the stage from the audience. They are encouraged to stay for the whole event, and to mingle during breaks.
- **During the talk:** The talk must not go over the allotted time (never longer than 18 minutes).
- **After the talk:** Speakers are expected to remain throughout the event; at minimum, they're expected to stay through the conversation break following their talk, so attendees can approach them and ask questions.

### What are the benefits of speaking?

Share your message with the local Evergreen community and potentially the TED community at large. Two presenters from 2012's TEDxTheEvergreenStateCollege were featured in the New York Times.

### Who is organizing the event?

A volunteer committee of students, faculty, and staff from The Evergreen State College, led by representatives from the college's Office of Sustainability and the Graduate Program on the Environment. Funding and support is provided by a cross-section of college divisions, offices, and programs.

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<sup>2</sup> Ibid.

### **What is the Timeline for Presenters?**

January 4 – Deadline for Call for Proposals

January 14 – Notification of selected speakers

January 28-31 Speakers check-in, finalizing content and program order

### **To be considered please submit by January 4, 2013:**

- A one-page summary of your presentation content
- Your contact information and a brief bio
- Your speaking experience or references (videos or links to video are appropriate)

Electronic submissions should be sent to [dunnj@evergreen.edu](mailto:dunnj@evergreen.edu).

Hardcopy submissions may be mailed or delivered to:

Gail Wootan

Lab 1

The Evergreen State College

2700 Evergreen Parkway NW

Olympia, WA 98505

The organizing committee is looking to present a diverse perspective on response to climate change and will be judging submissions on specific content, as well as how it balances against the overall diversity of ideas.

Please do not hesitate to ask any additional questions.

Thank you,

Jennifer Dunn

TEDxTheEvergreenStateCollege Coordinator

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