

# TED<sup>x</sup> NewarkAcademy

x = independently organized TED event

## What is TEDx?

In 2009, TED, a nonprofit devoted to “ideas worth spreading,” most known for the short, powerful videos it posts online, created TEDx—a program of local, self-organized events that bring people together to share a TED-like experience.



## What is TEDxNewarkAcademy?

On Thursday, May 8, 2014, Newark Academy hosted TEDxNewarkAcademy, an event created in the spirit of TED’s mission, and licensed as an official TEDx program. TEDxNewarkAcademy featured speakers from across the Newark Academy community: four current students, one member of the faculty, and one alumna.

The speakers at TEDxNewarkAcademy focused their presentations on the event’s theme, *Beyond Content: Skills for the Future*, a topic stemming from Newark Academy’s 2013 Strategic Plan, which calls for the expansion of program initiatives aimed at helping its students develop “the skills and qualities needed to meet the challenges of a complex, rapidly changing global environment.” The presenters spoke about experiences that have allowed them to develop, to practice, and to teach these skills and about why they value these skills in themselves and in others. In this way, presenters addressed enduring skills needed for the future by moving beyond the particular “content” of their individual experiences.

## Why should my school host a TEDx event?

Students who present at a TEDx event have the opportunity not only to share an original or inspiring idea but also to practice crafting and delivering a short, memorized talk in front of a live audience. Their talents and efforts are showcased on YouTube, where they remain available for an international audience. This extracurricular challenge is authentic and meaningful, providing students with an experience that is difficult to offer otherwise. Students who are involved in the planning and production of the event have a similarly authentic experience.

TEDx also provides schools with the opportunity to showcase the talents of community members other than students, including faculty, parents, and alumni. Moreover, TEDx events can advance school initiatives. At Newark Academy, the TEDx event furthered ongoing conversations about risk-taking, resilience, and other skills identified in the Strategic Plan.

Beyond Content: Skills for the Future  
May 8, 2014      11:30 am to 1:30 pm      Kaltenbacher Hall

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NewarkAcademy  
= independently organized TED event

analytical    problem solving    global perspective    risk taking    integrity  
decision making    creative thinking    communication    leadership  
perseverance    resilience    teamwork

www.TedxNewarkAcademy.com  
TEDx@newarka.edu

## *Planning your first TEDx event: 5 important things to know...*

- 1) Plan an appropriate budget for the event, given its scale and the many aspects of production. In particular, consider the value of a highly skilled video production team.
- 2) Your event's program must include a minimum of two official, pre-recorded TED Talks or 25% of the total number of talks during the program, whichever is greater. These talks must come from the TED.com/talks library.
- 3) Up to 100 individuals may attend your event; you may not, in other words, organize your TEDx event as a school assembly if more than 100 students will be in attendance. TED asks you to survey your attendees after the event.
- 4) You must record all original stage content (live talks, performances, etc.) on video. After your event, you must make these videos accessible to TED and the public via the TEDx YouTube channel.
- 5) TED requires participants to sign a permission and release form. Event organizers should consult with school leaders to discern what additional releases student speakers (and their parents) should sign.



Download this handout as a PDF with hyperlinks by visiting <http://www.TEDxNewarkAcademy.com/NJAIS> or by scanning the QR code to the right.

### Useful Websites

Organize a TEDx event: <http://www.ted.com/participate/organize-a-local-tedx-event>  
TEDxNewarkAcademy: <http://www.TEDxNewarkAcademy.com>  
TEDx Talks: <http://tedxtalks.ted.com/>

## *Planning your first TEDx event: Putting together your team...*

Producing a TEDx event requires a committed team of volunteers and, in some cases, hired professionals. After securing funding and approval from school leadership, gather an inspired team and apply for a TEDx event license.

### **Core Team Members and Tasks**

*(students, adults, or both)*

- 🔗 **Event leaders** set the vision for the event, select speakers, oversee team members and budget, ensure quality of final product; one or two of these people will be the primary licensee(s).
- 🔗 **Speaker coaches** work with speakers to develop and refine presentation content and performances.
- 🔗 **Marketing team members** design marketing plan and materials, develop and maintain event website, and prepare communications materials.
- 🔗 **Production team members** design and execute all technical aspects of the event—sound, lighting, and house management.
- 🔗 **Videographers** record all talks and produce titled video segments to be uploaded to YouTube.

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### **Questions?**

Jeff Vinikoor

Humanities Department Chair and  
TEDxNewarkAcademy Co-Organizer

[jvinikoor@newarka.edu](mailto:jvinikoor@newarka.edu) | (973) 992-7000 x412

