

SAVE THE DATE  
**PLAY**  
12 OCTOBER.

# Speaker Information

What is TEDxLinz?  
Why become a Speaker?  
What are the next steps to become  
a TEDxLinz Speaker?  
How to prepare your idea?

**TED<sup>x</sup>Linz**  
x = independently organized TED event

# What is TED, TEDx and TEDxLinz?

TED is a nonprofit devoted to spreading well-formed ideas in the form of powerful talks of 18 minutes or less. TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to global issues. Meanwhile, independently run TEDx events help share ideas in communities around the world.

## This year's TEDxLinz Conference

The conference hosting 14+ amazing international and local speakers and performers will start at 9 am on October 12th. We expect approximately 350 people to join our exclusive and intimate event. Due to the high number of speakers and performances, the program will be split into 4 sessions. Also, a highly diverse curation is key to a successful TEDx event. Therefore, we believe it is important to offer a program rich in variety and activities with many different perspectives and approaches. On our stage, we will combine the elements of technology, business, science, design, entertainment, social issues, life stories and many more.

## Key Facts

Happening: a full day TEDx event

Theme: Play

Topics: technology, design, innovation, global issues, personal stories, entertainment, and many more.

Date: October 12th, 2024

Start: 9:00 am

Program: approximately 14 speakers in four sessions

Location: Lösehalle Tabakfabrik Linz

Participants: approximately 350

# Why become a Speaker?



We believe you have an „Idea Worth Spreading“ – and that TEDx-Linz is a perfect starting point for that spread. Your talk would be filmed and posted on the TEDx Youtube channel. TED also selects some of the talks to be released on their website, where most talks are viewed at least 100 000 times worldwide – some even several million. Due to licensing policies, we're not able to pay for speakers to appear. However, if needed and it aligns with the budget, we're willing to cover your travel and accommodation costs.

As a TEDxLinz speaker you additionally receive professional coaching, you will be part of a special dress rehearsal which we round off with our Speakers' Dinner and you get to be part of a diverse and innovative community of leading thinkers and doers.

## ✗ **Since 2009:**

- +42.000 events
- +180 countries
- +2.500 cities

## ✗ **In 2023:**

- +3.300 events
- That averages 9 events per day
- +600.000 attendees



## **TEDx Channel:**

- +200.000 Videos
- +120 languages
- Covering an unimaginable array of topics, giving stage to the world's diverse voices which you discover.

## ✗ **YouTube Views:**

- +7 billion times
- ~1 billion on 2023
- The world has spent 2.000 years watching TEDx talks



## **YouTube Channel**

- +40M subscribers

# What are the next steps to become a TEDxLinz Speaker?

We're genuinely excited to hear your voice and the extraordinary ideas you could bring in. If you are – like us – already excited about the opportunity, **please send us a free text or visual depiction (for example: mood board or sketch), or a mixture of both** describing your idea related to the 2024 theme “Play” until 17th of June to our Speaker Curator:  
[catherine@tedxlinz.at](mailto:catherine@tedxlinz.at)

## This Year's Theme

Looking back to your childhood, what is your first memory of playing and what does this memory trigger in you? Joy? The power of creation? Unlimited freedom to experiment?

If we ask science, then PLAY is an imaginative, self-directed, and intrinsically motivated activity, guided by flexible rules that allow for creativity. Thus, PLAY brings significant joy without a specific outcome, offering a respite from life's chaos and helping reconnect with parts of ourselves often lost in adulthood responsibilities.

PLAY counters our inner critic, a mechanism that discourages us from engaging in activities that seem silly or risky.

Embracing PLAY benefits us through overcoming self-imposed limitations and harsh self-judgment, fostering creativity and presence. In an age of self-optimization and constant learning, adults often seek novelty through new experiences, travel, or workshops, but true PLAY taps into personal and fulfilling activities that don't require new approaches or possessions.

PLAY demands presence, helping us focus on the moment and providing a break. It encourages us to feel and express our full range of emotions, allowing joy to coexist with anxiety or sadness. Ultimately, PLAY taps into our intrinsic motivation and emotional experiences, allowing us to create meaning and joy in our lives, reconnecting us with a childlike excitement.

## Let's PLAY!

# What are the next steps to become a TEDxLinz Speaker?



We are open to hear all nominees' personal -yet professional- interpretations on the theme.

NOTE: We kindly ask you to note that a nomination does not always lead to getting selected as a final speaker although we wholeheartedly believe every nominee is worth a TEDx stage. At the end of the day, we are all looking forward to delivering an exceptional event, and hence always base our decision on how well your idea correlates with our vision.

Thank you so much for applying as a TEDxLinz Speaker!



# What are the next steps to become a TEDxLinz Speaker?

## The Selection Process

We truthfully value the time that each and every person invests in collaborating with us, and we dedicate passionately time to communicate how much we appreciate each idea and each person we are talking to. In the end it is about bringing ideas on stage that are equally relevant to Linz as well as scalable to a global audience. The Novelty ingredient is of extreme significance to us, meaning we search and value proposals that bring in fresh thoughts into the conversation and have not yet been proposed on TEDx stages – and otherwise – multiple times.

At TEDxLinz we focus on creating a diverse event in terms of speakers, ideas and topics covered. Please bear in mind that this might lead to rejections of well elaborated ideas, as we do evaluate every submission in the context of an overarching theme and curation.

On the Selection Process the Curation Committee focuses on:  
The IDEA NOVELTY of the Talk  
VALUES behind the proposal  
MOTIVATION Potential IMPACT on our Community (both local and global)  
DIVERSITY (both topic range and representations)

Please understand that our team, fueled by passion and dedication, reviews applications in their free time as every TEDx Team works gratuitous. While it may take a little while, every submission is valued, and we commit to getting back to you with thoughtful consideration.

# How to prepare a talk / an idea?

## LET'S TACKLE THE BLANK CANVAS SYNDROME TOGETHER!

Preparing a talk that appeals to the audience in the TEDxTalk way, has certain fundamental layers that probably you hadn't considered before when preparing yourself for a previous presentation. To start tackling this extra spice we encourage speakers to address the following aspects, as it has proven helpful to us in the past:

### Values

Debrief on the values your talk should stand for. These might be your own moral or ethical guidance or/and a practical one. The focus shouldn't be about preaching, but to build an emotional connection with the audience. People will listen, and even more importantly, they will remember and eventually be open to change, when you have connected emotionally with them while on stage.

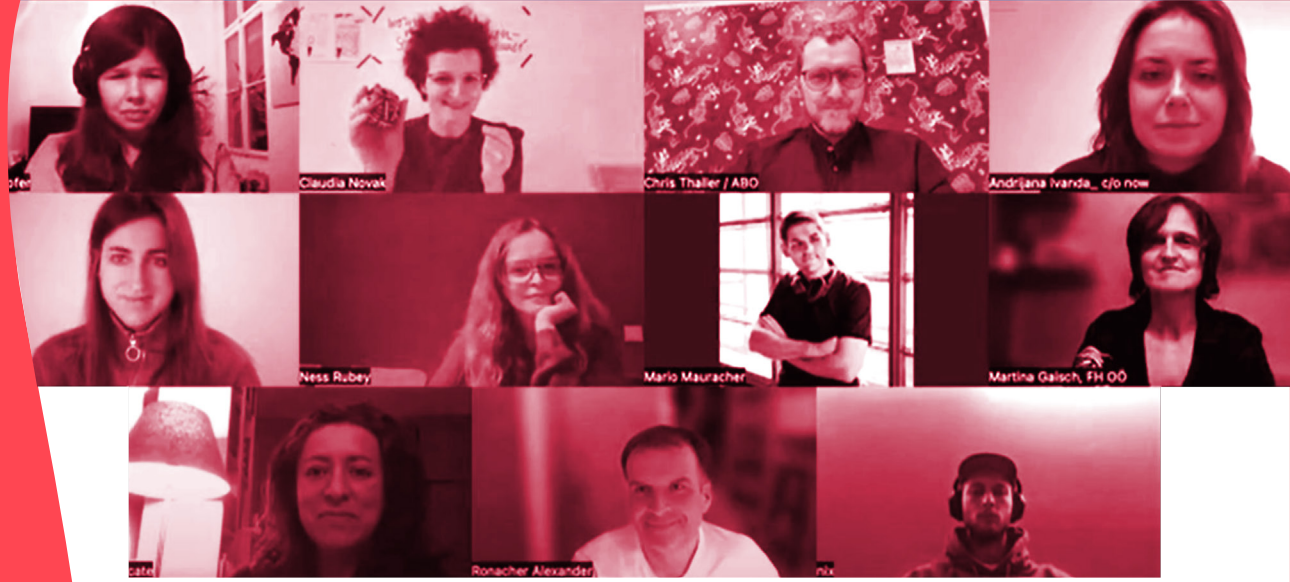
In case you need some help with brainstorming:  
<https://www.values-academy.de/werte-lexikon/alle-werte/>  
<https://brenebrown.com/resources/dare-to-lead-list-of-values/>

### The ONE

If you were to choose ONE IDEA, SENTENCE OR QUESTION that the whole audience wouldn't forget and would tell everyone next time they meet with friends, which would this ONE THING be?

In case you want to get some insight on how important this one idea is: <https://www.youtube.com/watch?v=-FOCpMAww28>

# How to prepare a talk / an idea?



## Your Personal Story

Think about one (or more) story or anecdote, successful or not, which can transmit what you do and/or who you are. This has more focus on who you are, rather than which message you want to share.

## Key Questions

Which questions you ask yourself, that are key to what you do? Which would you like to ask in a rhetorical way to the audience?

## Short Bold Statements

Key words or statements, that partner with your passion and your message. The above bullet points are food for thought to start a conversation, and not necessarily something that you need to have all figured out when submitting your application. Of course, it would be great if you take the time to already give a thought to all of them, but we understand this preparation time as a non-linear process that every speaker develops differently.

And that's a good thing!



# How to prepare a talk / an idea?

## Food for Thought - BONUS

Think of your talk as a Gift to the audience or as a Trip/ Expedition where you are their guide.

Which Piece of Art could represent your mood when coming on stage? For example, which song, city, performance would you like to have in mind when you go on stage?

Observe your interactions in the next couple of days. Focus on the values you'd like to transmit. For instance, if you believe that joy and laughter is something you would like to provoke through your Talk, try to actively observe: When is it that people laugh after you say something? Is there something in common about what you said, where you were or how you were acting? Adapt what you're focusing on, depending on what you would like to transmit/provoke in the audience.

Have you discussed your core idea with people that have no connection to it? For example, if you are planning to talk about a project from work, maybe having discussed it with friends or relatives who have a different professional background than that of your own? Or if your idea revolves around a hobby of yours or a personal experience, have you tried telling people at work about it? Have you discussed it with people way younger or older than yourself? It is of particular important to keep this option in mind, as our Audience is very diverse in professional background as in age.

Find more tips here: <https://www.tedxlinz.at/speaker>

On the day of the event!





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