



Speaker Information Guide

Speaker Information Guide

1. THE IDEA

1.1. Your idea worth spreading

1.2. How to Prepare your Idea

2. APPLYING TO BE A SPEAKER

2.1. The Selection Process

2.2. How to Apply

3. TED, TEDX, AND TEDXLINZ

3.1. What is TED and TEDx?

3.2. 15 Years of TEDx: Key numbers

3.3. TEDxLinz 2026



Welcome to our guide, dedicated to providing you with the best nomination experience you've ever had to nominate a speaker - we welcome both self-nomination as well as nominations for third persons!

We'll dive straight into the nomination process to get started.

Curious to learn more about TED and TEDxLinz? No problem! From page 13 onward, you'll find everything you need to know about us and our event.

So, fasten your seatbelts, and let's get going!

Your Idea Worth Spreading



We believe you have an „Idea Worth Spreading“ (or you might know someone that has one) – and that TEDxLinz is a perfect starting point for that spread, as our focus is to uncover and amplify your unique perspective, ensuring that each speaker’s distinctive insights shine brightly and receive the stage they deserve.

We are committed to celebrating the vibrant diversity of our community.

We want to empower you to share your interesting life and mind-shifting thoughts! We're sure you're aware which are those moments and ideas you're passionate about, and that sharing them will be an enormous gift to everyone who gets the honor to listen to them.

Trust your guts, get in touch, apply and let's start a conversation!

How to prepare your 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:

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 from TED's Head on how important this one idea is:

<https://www.youtube.com/watch?v=-FOCpMAww28>



How to prepare your 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.

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/>

How to prepare your idea



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 your idea



FOOD FOR THOUGHT - BONUS QUESTIONS:

What's the weirdest thing that you've ever seen?

What do you wish that everybody would know?

What pisses you off?

What terrifies you?

What's the one thing you know about your topic that nobody else knows?

What's the biggest misconception in your field of work?

What do people get wrong?

What have you discovered?

What makes you unique?

Why should people learn about your idea? What are the implications if people don't get to know your idea?

The Selection Process



We deeply appreciate every person who applies and every idea shared with us. The Curation Team centers discussions around delivering an exceptional event and hence always bases decisions on how well your idea correlates with an overarching concept within our vision and the rest of the line-up. Keep in mind the following as the most important criteria to focus on:

NOVELTY of the **IDEA**

VALUES behind the proposal

MOTIVATION

Potential **IMPACT** on our Community - 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 gratuitously. While it may take a little while, every submission is valued, and we commit to getting back to you with thoughtful consideration.

The whiteboard is covered in various hand-drawn sketches and text. On the left side, there is a drawing of a hot air balloon with the word "LINZ" inside it. Below it, a small box contains the word "FARE". To the right of the hot air balloon, a speech bubble says "YOU NEVER KNOW UNTIL YOU TRY". Further right, a speech bubble says "WHY NOT?". In the center, a person is writing on the board. To the right of the person, a speech bubble says "YOUR PLAY IS YOUR TREASURE". Below it, a speech bubble says "WHAT WAS YOUR BIGGEST OR BIGGEST MISTAKE TODAY?". To the right of the person, a speech bubble says "I HAVE SOMETHING TO OFFER". Below it, a speech bubble says "I AM THE WIZARD". At the bottom right, a speech bubble says "I AM THE WIZARD".

You have read the basics – now here are four ways to apply:

Visit tedxlinz.at/speaker. We recommend reviewing the questions and drafting your answers before submitting.

Book a one-on-one call with our speaker curator through the same link. Whether you're just exploring the idea or have something solid, this is a great chance to talk it through. During the call, you can pitch your idea if you'd like – and we can keep the recording as your formal application.

How to apply?



3. Pitch Recording

Prefer to submit a video? Upload your max 3-minutes-long pitch and send us the link via email (catherine@tedxlinz.at). It is mandatory to include:

- Full Name
- Email
- Phone number
- Location

Plus answers to:

- Why are you the right person to share this idea?
- What is controversial about the idea? What are common misconceptions? Who would disagree with you and why?

4. Live Audition

Sometimes we host live pitch events. Join our newsletter to stay informed! These sessions are recorded - if you're happy with your performance, you can apply directly with that video.

How to apply?



Due to licensing policies, we are neither able to pay for speakers nor allowed to receive payment to get on stage.

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.

Please also bear in mind, that although exceptions are possible, TEDxLinz is an full English event.

What is TED?



TED

TED is a non-profit 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. Today it has evolved covering an unimaginable array of topics, giving stage to the world's diverse voices from science to global issues.

In 2024, after 40 years of life TED has produced and shared freely to the world + 4.600 TED Talks with + 24M TED YouTube Channel Subscribers.

15 years of TEDx: Key numbers



TEDx

TEDx is a program that allows independently organized events to share TED-like experiences in their local communities. These events, while not controlled by the main TED organization, follow a similar format of short, powerful talks and demonstrations. The "x" in TEDx stands for "independently organized."

More than 3,500 TEDx Events are organized annually around the globe.

25 years after TED was founded, the TEDx Program was launched in 2009.

In 2024 we celebrated 15 years of TEDx with

15 years of TEDx: Key numbers



- More than 45,000 past + upcoming events
- Taking place in 181 countries & 26 departments/territories/dependencies, and over 2,500 cities
- Resulting in 225,000+ talks
- That were viewed more than 8,115,128,359 times
- In 124 languages!
- By 41,900,000 subscribers on the TEDx Talks YouTube channel

And a closer look at just 2024:

- 3,600 events
- Attended by ~430,000 guests
- Across 149 countries and territories
- Producing between 19,000-19,500 new talks
- Which have been watched online 560,000,000 times

2026 TEDxLinz Conference

In Winter/Spring 2026, TEDxLinz will host 10+ outstanding international and local speakers, and we expect 300+ people to join our one-day event.

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 combine technology, the arts, science, design, entertainment, social issues, life stories - to name a few.

To tackle the program from different angles and engage the audience in meaningful conversations and experiences, we will split the day into sessions. Sessions contain the stage program happening in the conference room and during breaks, a colorful offer of interaction options open up to all attendees.

We are looking forward to learn more about you and the idea you want to bring to our stage. In case you have any further comments or questions, please feel free to contact us under speakermanagement@tedxlinz.at.

Thank you for your interest in our application process and see on the **RED DOT!**