

1. What is TED?

TED is a global community that welcomes people from every discipline and culture who seek a deeper understanding of the world. **TED** believes passionately in the power of ideas to change attitudes, lives, and ultimately, the world. The focus of any **TED** or **TEDx** event is for selected speakers to share their “ideas worth spreading”. For more information, visit www.ted.com

2. What is TEDx Surrey?

TEDx Surrey is a locally organized event in Surrey, B.C., that operates under a license from **TED**. **TEDx** Surrey was formed in 2018. Our first event took place in 2019 with 100 attendees. Since then, our event has grown to become recognized for its exceptional production value and is now the largest **TEDx** event in BC. At every event, attendees experience an unmistakable shift in thinking and their hope for a better tomorrow is renewed.

We are committed to building a strong, sustainable **TEDx** Surrey community made up of past speakers, sponsorship partners, and volunteer teams. We reach out into the Surrey community to build partnerships with influential organizations and, in 2022, established a partnership with the Surrey School District. Also, in 2022, we introduced **TEDx** Surrey **Salons** that have become another strong link with our community. We are committed to becoming an important part of the fabric of the Surrey community and reflect the diversity, dynamism and growth of our city.

3. Where and when will TEDx Surrey 2024 take place?

The **TEDx** Surrey 2024 event will take place on **Saturday January 20th, 2024**, at the Bell Performing Arts Centre in Surrey. This is a beautiful, professional theatre with excellent acoustics and seating capacity for over 1,000 people. It is a wonderful venue for speakers to share their ideas.

4. What is our theme for the day?

Our theme continues to be, “**A Shift in Thinking**”. We want our audience to shift their thinking in such a way that it may change their actions, which could result in a strong, positive change in the direction of their lives.

5. How will the day be structured?

This outstanding event will feature twelve speakers, live music, and several energizers/entertainers who will invite audience participation. The speakers’ talks will be

professionally videotaped, and their videos will be uploaded to the **TED^x** YouTube channel where potentially millions of people can watch their video.

6. What type of speaker ideas is **TED^x** Surrey 2024 looking for?

We are looking for speakers with compelling ideas in six separate areas: science; technology and design; art, music, and sport; human rights, law, and business; current topics with a global lens; compelling personal development stories.

7. What are the essential criteria in the selection of speakers?

To be selected as a speaker for **TED^x** Surrey, we are looking for the following:

- **A compelling idea.** The speaker's idea needs to be powerful and impactful. It should inspire peoples' hearts and minds, and "shift the audience's thinking" in a significant and meaningful way.
- **Expertise, experience, and a depth of understanding of their idea.** Speakers need to have a high level of expertise or rich experience related to their idea.
- **Experience as a public speaker.** We are looking for speakers with a strong stage presence who have had experience presenting to audiences of a significant size (100 or more) in a variety of settings.

8. Once speakers are selected, is there a coaching program to prepare them for the event?

Each selected speaker will be involved in a 3-month intensive coaching program provided by a highly-skilled Coaching Team. Every outstanding **TED^x** talk is made up of 3 pieces – content, structure and delivery. Speakers are selected for their idea (content), and our coaching team will guide and support them through crafting their structure and understanding how to connect with the audience through their delivery.

Past speakers rave about the quality of the coaching program, although they will also say that it was rigorous and demanding! The **TED^x** Surrey coaching program provided the foundation for 5 of our 12 speakers from 2022 being recognized by **TED** for the outstanding quality of their videos and **TED** selected them to be shared with their 34 million subscribers. This recognition is a clear reflection of the quality of the **TED^x** Surrey coaching program.

9. If I want to apply as a speaker, how can I find out more about **TED^x** Surrey?

Attend one of our **Prospective Speaker Information Meetings**.

We will hold two separate workshops for prospective speakers to learn more about **TED** and **TED^x** Surrey. If you wish to apply as a speaker, **it is highly recommended that you attend one of the Information Meetings**. There will be opportunities to meet the **TED^x** Surrey Team, get a taste of the **TED^x** speaker experience, learn the 4 essential elements of a successful **TED^x** talk, and find out more about the application process.

Presenter: Alan Warburton, **TED^x** Surrey, Licensee & Curator.

- **Wednesday August 23rd, 2023, from 7:00pm to 9:00pm on Zoom**
- **Saturday August 26th, 2023, 9:30am to 11:30am – in-person**

You must register and reserve a place to attend – see details below. There is no cost to attend.

Registered attendees will be provided with all the necessary details.

10. How are speakers selected for **TED^x Surrey 2024?**

A Curation Team is responsible for selecting the 12 speakers for **TED^x** Surrey **2024**. As indicated above, we are looking for speakers with compelling ideas in the six separate areas noted in Question 6.

The first step for applicants will be to complete an Application Form (available on our website at www.tedxsurrey.ca) and submit it by the **deadline of September 8th, 2023**. There will be several other steps in the selection process, which will be outlined at the Information Meetings.

11. How do I register to attend one of the Information Meetings?

If you are interested in finding out more about how to become a **TED^x** Surrey **2024** speaker, please be sure to attend one of our Information Meetings. **Pre-registration is required, visit www.tedxsurrey.ca/speaker**

If you have any additional questions, please contact Vivien Ip, Curation Team Coordinator, at vivien@tedxsurrey.ca