

TEDxGlasgow Speaker Application Guidance Notes

First off, thank you very much for thinking about applying to speak at TEDxGlasgow 2019! Since we ran our first event back in 2012 we've aimed to get the very best thinkers, doers and innovators on to our stage to share their idea worth doing with our audience.

TEDxGlasgow 2019 will be held at the SEC Auditorium where we will welcome over 2,000 guests on the 14th of June. The day will run from 9am to 6pm and we hope that you can attend for the full day so you get the full TEDxGlasgow experience. As ever, we want our speakers to astound, to entertain, to inform and, most importantly, change how our audience views the world.

Last year we received over 260 applications - so, your idea and your application needs to stand out from the crowd if it is going to be selected. We've therefore developed the below guidance notes to help you with your application. Please read them carefully as it will help you write an application that is more likely to be successful.

What are we looking for?

TEDxGlasgow talks are about ideas, not individuals or companies. They are about big, new, exciting and/or unknown concepts, theories, viewpoints or experiences. These ideas should have an impact on those that hear them. This can be the way that an individual thinks, approaches something or does something. It must change the way our audience thinks or acts.

Ideas can come from any industry, field or sector. Our programme is intentionally diverse so we welcome talks that relate to the arts, science, technology, business, personal achievement, social policy, fashion, the environment, business, economics, and many other topics. This year we are particularly interested in hearing about ideas that relate to arts and culture as we have had limited applications in the past.

We also look to ensure our speakers are from a diverse set of backgrounds. Whether that's gender, class, race, age, sexuality or disability we want to make sure we hear different perspectives from different types of people.

Applications that are most likely to be successful:

- Ideas that are groundbreaking or will be completely new to our audience.
- Ideas that are backed by empirical evidence.
- Ideas that fit with our theme.
- Ideas that have come from personal experience.
- Ideas that are going to change the world.
- Ideas that will challenge our audiences view of the world.

Applications that are least likely to be successful:

- Talks that are geared to promote an individual or company rather than an idea.
- Ideas that will have little or no impact on our audience.
- Ideas that relate to life coaching.
- Ideas that can be summed up using an acronym.
- Ideas that have been heard at other conferences in Scotland before.
- Ideas that are at the early stages of development.

Finally, we have found that the least successful talks describe what's happened to a speaker in a step by step format. We are much more interested about hearing the challenges and successes you have faced and the insights you can provide to our audience so that they can learn from your experiences.

This year's theme: Connection

Our theme is the glue that holds all the different talks together. This year's theme is **Connection...** An explanation of the theme can be found below. We highly recommend you spend time thinking about how your talk fits with the theme.

Connection...

Whether it's making them, breaking them, discovering them or searching for them, connections have shaped, and continue to shape, the world we live in. With the rapid advancements in technology, our world is more connected than it has ever been – physically, emotionally, digitally, scientifically and even metaphorically. Or is it?

Application process

All potential speakers will go through the following process:

1. Fill the the application form and submit before 23:59 on 15th of March 2019. The application form can be found on our Speaker Application page of our website.
2. Applications will be considered during March and for those applications shortlisted, we'll provide the opportunity to present your idea on the 23rd of March.
3. All applicants are informed of our decision early April.

Successful applicants

If you are successful in your application the following process kicks in:

- We ask you for your details which include Twitter handles, job title, etc. This information is used to build the programme.
- You are assigned a coach from the TEDxGlasgow team. Their role is to support you to develop an outstanding talk. No matter how experienced you are we have always found the coaching process improves your talk. You are expected to meet with your coach at least 3 times before the event. If you do not engage with them we reserve the right to remove you from the programme.
- Some will be offered additional workshops to support them. We have found that whilst some people have brilliant minds they need some help to deliver a talk that matches the quality of their idea. Attendance at one of these workshops may be a requirement to confirm your place at TEDxGlasgow 2019.

We hope that you have found these guidance notes useful. However, if you have any questions about the application process please do not hesitate to get in touch with our Speaker Co-Ordinator, at speaker@tedxglasgow.com.

Finally, we wish you luck in your application!