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How to plan a successful TEDx conference at West Virginia University

Shannon Lee Cunningham

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How To Plan a Successful TEDx Conference at West Virginia University

By: Shannon Cunningham

**A project submitted
to the Reed College of Media
at West Virginia University**

in partial fulfillment of the requirements for the degree of

**Master of Science in
Multimedia Journalism**

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Gina Martino Dahlia
Elizabeth Oppe, Ph.D.
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Department of Media

**Morgantown, West Virginia
2018**

**Keywords: TEDx, Event Planning, High-Profile Events,
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ABSTRACT

How To Plan a Successful TEDx Conference at West Virginia University

By: Shannon Cunningham

This research paper and the coinciding booklet offer pertinent information to help one plan and organize a successful TEDx conference at West Virginia University. It describes all of the details and explains factors that are unique to this specific event. The information contained in these documents was gathered from planning the first ever TEDxWVU event, which took place on Friday, March 2, 2018 at the Media Innovation Center on the fourth floor of the Evansdale Crossing building. This first event was scheduled to be an all-day event with nine speakers.

Acknowledgements

Thank you to everyone who has supported me on my journey to achieving my master's degree. I was fortunate enough to have a whole team of guidance behind me. First and foremost, I would like to thank my friends and family for being the pillars holding me up throughout this process. Their words of encouragement and pep talks were very beneficial in uplifting my spirits and keeping me focused on my goals.

I would also like to extend my gratitude to my committee members: Professor Dana Coester, Professor Gina Dahlia, Dr. Elizabeth Oppe, and April Kaull. It was through their advice that I found a topic I was passionate enough to use as a basis for my professional project. Without their guidance none of this would have been achievable.

Additionally, I want to thank Dean Keith Bailey and WVU President Gordon Gee for laying the foundation upon which I could build the first ever TEDx conference at WVU. Their idea and determination was the key to getting others involved. Without the recommendation and support from Dean Maryanne Reed and Professor Gina Dahlia I would not have been able to partake in this experience as the Lead Curator and Student Chair. As my Faculty Chair for the event, Professor Dahlia was there to share her wisdom for event planning and dealing with a crisis.

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Introduction

When I started planning for TEDxWVU 2018 there were no local resources to gain insight on how to plan for a TEDx event. Since this was the first event at West Virginia University, I had to do my own research and look at previous examples from other events. Rather than having step-by-step instructions on the planning process, the entire experience was a learning course. Therefore, I believe having all of this information in one central location will be extremely beneficial for the future lead curators of this event.

In addition, if I needed help with a specific TED or TEDx question, the only place to turn was the TED website. If the TEDx Rules did not specify what I needed to know then I had to send an email to the automated service on their website. Responses from them could take up to 48 hours, so I would have to postpone my progress on this task and wait for an answer. The answers to my questions can be found in the corresponding booklet.

While TEDx offers a list of their rules and specifications, the lead curator also has to factor in the requirements with organizing an event at West Virginia University. Again, I had to do my own research on the documents and requirements I needed for this portion of the event as well.

Therefore, I am creating this booklet so the future licensees and curators will have all the documents and information they need in one centralized location given by someone who has planned a TEDx conference for WVU specifically. This will reduce the confusion and allow for a smoother transition from one lead curator to the next.

TEDx Conferences at West Virginia University

TEDx Events are Important at Universities

When a person applies for a TEDx license they can apply for one of eleven types of events. This paper and the corresponding booklet will discuss the benefits of hosting a university event. Based on the content I expand upon in my booklet, it is important for universities to hold a TEDx conference because it presents the opportunity to highlight professors' research and innovations. These conferences are a relevant way to promote research topics and community outreach that are unique to a specific university.

Additionally, the high-profile TEDx events encourage more collaboration and involvement from all areas at the university. These events spark the interests of faculty, staff, and students. For example, for TEDxWVU 2018, we received speaker and entertainer applications from community members as well as students, faculty, and staff from the university. Our audience also reflected these demographics.

WVU Should Hold TEDx Events Annually

As I briefly stated above, these events can be very beneficial in emphasizing current ideas and concepts that are applicable for that year's theme. As current events change and affect topics discussed on campuses and within the community, the theme for each year's event will reflect these changes. With the new themes come new prospective speakers and entertainers. Each annual TEDxWVU conference offers the possibilities of sharing one's ideas and having others build onto them. These conferences allow for attendees to broaden their minds and see how the university has progressed into the future.

The Stages of Planning a TEDxWVU Event

Relating the research in this paper to my own personal experience, planning this year's first ever event was a challenge. Not only because it was the first one at WVU, but also because there were no local resources for help. We did not have the benefit of working with people who had previous experience running a TEDx event. Therefore, we had to rely on our knowledge of planning events and comparing it to the TEDx requirements as well as WVU's rules. This required extra care in perfecting the details and double-checking every aspect of the conference. The planning process can be broken down into four stages: laying the foundation, acting upon the assignments, wrapping up the details, and completion an post production.

Laying the Foundation

The first stage of planning the event was to conduct initial research into WVU and TEDx requirements. After taking notes about these necessities and completing the license application, other TEDx events were examined and compared to choose the elements that made them successful. We made a list of things we liked from several events and things we thought we could improve. In addition, we contemplated what aspects could make our event stand out amongst the others already created. Once we received confirmation that our license had been accepted, we built a team of volunteers separated into seven committees.

Acting Upon the Assignments

Each committee was assigned it's own tasks and deadlines. However, as the Lead Curator/Licensee/Student Chair, I oversaw and approved everything. We started by

drafting two budgets: one ideal and one for reality. From there, we moved on to listing potential sponsors and approaching them for a partnership.

While the sponsorship committee continued to approach potential sponsors, the speakers committee sifted through the applications we received for speakers and entertainers. After the committee made their selections, the chosen speakers and entertainers were emailed their acceptance letters. From then on, we focused on coaching and prepping them for their final talks. During this time, we also mapped out the stations where volunteers would be placed during the event, ordered t-shirts and signs, promoted ticket sales on our social media accounts, and coordinated with University Relations to send our a press release announcing our speakers. Running through the technology requirements, placing catering orders, and updating the website with current information were all included on our lists as well. Additionally, one of our graphic design volunteers constructed a program providing details for the event.

Wrapping Up the Details

Starting in mid-February, we began to put the finishing touches on the event. We ordered additional last minute signs and gift bag items for our speakers and hosts. We confirmed all catering, t-shirt, program, and online item orders. Double-checking camera positions and lighting angles were very important details to revisit. Lastly, positioning the TEDxWVU letters on the stage marked the final accomplishment of pre-event tasks.

Completion and Post Production

Within 48 hours of completing the event, TEDx requires a list of attendees' emails to send them a feedback survey. In addition, within a month of completing the event, the edited speaker videos must be sent to TEDx. However, they do provide an

extension for this deadline if more time is needed. Once the videos are submitted, approved, and posted on the TEDx YouTube channel, the Licensee for next year's event should begin work on the license renewal for the following year's TEDxWVU event.

Background

Why were these TEDx Talks not present on WVU's campus?

Prior to 2017, there were no serious actions taken to host a TEDx event on WVU's main campus in Morgantown, WV. The Dean of WVU Online, Keith Bailey, brought about the idea. He asked WVU President Gordon Gee why the university did not have a TEDx program set up so we could host events. President Gee responded by telling Dean Bailey to follow-up on this matter. He then approached the Dean of the Reed College of Media, Maryann Reed, about collaborating on the process. Dean Reed assigned Professor Gina Dahlia as the Faculty Chair, who in turn, chose me as the Student Char, Licensee, and Lead Curator.

Discussions around hosting the first event began in early May of 2017. Over the next two months, Professor Dahlia and I worked on completing the license application. We submitted it in mid-June; however, they said our theme and description were too narrow. They encouraged us to choose a theme that represented our university/community with the possibility to peak the interest of others outside the area.

TEDx wants each theme to be unique to the area or community, yet relatable on a national and global level. In other words, your event should exhibit speakers who can present their personalized topics on the theme, but in a way that can be integrated into

other places. Therefore, after we submitted a broader theme and description, we received the approval to hold our very first TEDx conference at WVU.

Literature Review

The TED Website

While administering my initial research prior to planning the event, the TED website provided a baseline of information for TEDx events. This website also offers videos of previous TED and TEDx Talks as a reference of standards for your own event's speaker's talks. I found it helpful to bookmark my favorite talks from the website and make notes about why I found them intriguing or inspiring. These notes later served as guidelines for our event's speakers.

The TED website was also a great reference point for our TEDxWVU conference. Since this was the first time hosting an event, most people we approached did not know about the TEDx program. However, almost all of them were familiar with the TED organization and TED Talks.

Therefore, gaining an audience and receiving sponsorship were easier tasks to achieve when people knew we were associated with a better-known organization. In addition, this website served as a central location to direct potential sponsors so they knew we were credible. It also helped sell the benefits of a partnership when they knew we were capable of reaching a global audience.

The TEDx Rules

In addition, the TED website serves as a housing location for the rules in organizing a TEDx event. The TEDx Rules list all of the requirements to represent the

TED and TEDx brand. However, these rules are generalizations for all eleven types of TEDx events. Each event is different depending on if they are a community or university based event. Therefore, while the rules lay the basic structure for the event, additional research must be conducted on restrictions for university-based events, like TEDxWVU.

Throughout the planning process, I (as the Licensee and Lead Curator) often found myself rereading the rules to make sure our event was representing the TEDx brand well. These were also beneficial in serving as a guide for the volunteers. A copy was made for each of the committee leaders so they knew the restrictions behind the event. Rules that were specific to a certain committee were highlighted to stress the importance of adhering to them. If a committee member took issue with one of his or her ideas being restricted, the leader for that committee could point to the specific section in the rules to show why it was not allowed.

The TEDx Hub Website

TEDx created a space where other cities, universities, and communities that have held previous TEDx events could share their documents. This is known as the TEDx Hub. Examples of documents such as press releases, speaker information packets, program designs, promotional video scripts, etc., can be found on this website. This was one of the most beneficial resources in planning the TEDxWVU event.

Licensees and Lead Curators from other TEDx events simply upload their files onto website as a source of guidance for first time organizers. The TEDxWVU committee leaders frequently used these examples as models for their work. Committee members improved upon these suggestions by dissecting what could be better about each and putting these efforts into motion. This ensured that we started off trying to be successful.

TED Talks: The Official TED Guide to Public Speaking

In this book, Chris Anderson offers his wisdom on public speaking. In addition to being the author of this book, Anderson is the owner of the TED organization. Therefore, it seems fitting to use this book as a resource to provide feedback for a TEDx event's speakers. This is why we published sections of this book's advice in the speaker packets for TEDxWVU. It served as a great source of guidelines for the speaker committee.

In addition to his stated qualities of a good public speaker, Anderson also highlighted several TED Talks that inspired him. By watching some of these recommended talks, the speaker committee was able to form a list of traits they looked for in the speakers we wanted for our event. Based on this list, we sent out invitations to several people we thought would be influential speakers to highlight TEDxWVU. Anderson also contributed some tips in preparing to speak in public. He explained a few things speakers should avoid as well as specified some tricks to give a successful talk. This is why we used it as a basis for our speaker committee.

The Project

Project Description

The project will be comprised of a 79-page booklet that contains a majority of the information used to plan the first ever TEDx Conference at WVU. This is important because you have to make sure both TED and WVU's requirements are being met in the planning of the event. In order to collect the information for this booklet, I used self-exposed experience as being the Lead Curator and Student Chair for the event. I also included feedback I gathered at the event from attendees, hosts, speakers, and volunteers.

Implications

The purpose of this paper and coinciding booklet is to detail the process of planning a TEDxWVU event. This project was created so the next Licensee and Lead Curator will have a guide to explain the process to them. This allows them to have a local resource for information so they don't have to start from the bottom. In order to have a progressively better TEDxWVU conference each year, it is important to know where everything started and areas that could be improved. Therefore, the reason for this project is to help future licensees and curators so they know how to plan a successful TEDx event at WVU.

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TED^xWVU

x = independently organized TED event

How To Plan a Successful TEDx
Conference at West Virginia University

2017-18 Booklet

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Introduction

Hello there! Congratulations on taking the first step to planning a successful TEDxWVU event. The purpose of this booklet is to have a central location for all of the documents and information needed to plan this high profile event. This booklet was put together by the first ever TEDxWVU Licensee and Lead Curator, Shannon Cunningham.

First Things First

- Create an account on the TED website (“Log In” tab in top left corner): <https://www.ted.com>.
- Renew the TEDx license to fit your event. The form can be found here: <https://www.ted.com/participate/organize-a-local-tedx-event/tedx-organizer-guide/post-event-renewal/renewing-your-event>.
- Change the names on the TEDxWVU bank account (go to PNC Bank in Mountainlair or on 3rd floor of Evansdale Crossing Building).
- Read the TEDx Rules!! Bookmark them on your laptop because you will be referring back to them frequently. They can be found here: <https://www.ted.com/participate/organize-a-local-tedx-event/before-you-start/tedx-rules>.
- Update the names of the officers for the WVU Student Organization website. Forms can be found here: <https://studentengagement.wvu.edu/student-involvement/forms-and-resources>.
- Update the “Team” page on the TEDxWVU website with current executive board and committee leaders. The Executive Board will be comprised of all 6 committee leaders (minus the technology/production committee), the Lead Curator, the Licensee (if different from the Lead Curator), and the Faculty Advisor.

“About” Information

The following paragraphs provide a brief introduction to TED and the TEDx program. This information is pulled from the TEDx guidelines. As per TED’s instructions, these paragraphs will need to remain posted on the homepage of the TEDxWVU website and on TEDxWVU social media accounts. They also need to be included in any press release. The paragraphs are not to be altered in any way as they were written in TEDx’s language.

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

The annual TED Conference takes place each spring in Vancouver, British Columbia. TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TED-Ed. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organized TED-style events around the world, and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

Follow TED on Twitter at <http://twitter.com/TEDTalks>, or on Facebook at <http://www.facebook.com/TED>.

About TEDx

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (*Subject to certain rules and regulations.*)

License Application

The following is the complete application I submitted in 2017 for the first TEDx license at WVU. I am told the license renewal process is a simplified version of this.

YOUR CONTACT INFORMATION

- **Event email address:** tedxwvu@gmail.com
- **Skype name:** [tedxwvu@gmail.com](https://www.skype.com/people/tedxwvu@gmail.com)

ABOUT THIS EVENT

- **Your event's name:** **TEDxWVU**
- **Please provide some background information about the name you have chosen. It helps if you provide links:** We have chosen TEDxWVU as the name in order to present the university and community we intend to include in the event.
- **Tell us about the local community you will serve with this TEDx event:** This TEDx event will express the views of the “heart of Appalachia” and will serve the community of West Virginia University and the Morgantown area.
- **Describe the venue:** The event will be held at WVU's Media Innovation Center. It is located on the fourth floor in the Evansdale Crossing building. It provides space, technology, curriculum, and culture for building a highly collaborative community of entrepreneurs and problem solvers. The programs offered here are designed to work closely with industry and community partners to tackle the challenges presented in today's society and to incubate a next generation of media change agents.

The layout is inviting and welcoming to guests. The main room is able to seat around 100 people. If necessary, an adjacent room connected by a hallway can be used to accommodate overflow. There are electrical outlets and projection

screens in both rooms that can be used for the presentations and to show the TED Talks for the event.

- **How many people will attend your event?** 31-100
- **What is the expected duration of your event?** Full day

EVENT CURATION

- **Is your event open to the public, or invitation-only?** Invitation only
- **How many speakers do you plan on inviting?** 5-10
- **If you wish to have live speakers at your event, we want to hear your thoughts about ideas you might feature! List at least three examples of local ideas worth spreading that you hope your event will showcase:** "The American dream has always been global. This idea of the American dream has enticed millions of people from all over the world to travel to America in search of prosperity and opportunity. But in this ever-changing landscape, many are questioning if the American dream even exists. We believe it does, it just means we need to rethink our homes, suburbs and communities. In this series of Tedx talks, the American dream isn't lost, it's just being redefined."
- 1) When asked, "Why Is It Important to Keep the Environment Clean?" the answer may seem obvious, but that is the only the beginning. [Dan Carder](#), who led the research team that [broke open the Volkswagen emissions scandal](#), will discuss why **"The healthy future of our planet depends on the choices we make today, and requires the participation of every person, every community, and every country."**

- 2) 95 million people – or one in nine people in the world – do not have enough to eat. Food justice has been described as a social concern, an economic matter, and a political problem. The concept of food justice aligns itself with the goals of social justice, which demand recognition of human rights, equal opportunity, and fair treatment. Mike Costello is an expert on Food Justice. **“He will discuss why food justice in Appalachia and around the globe, depends on the reclamation of our place-based food heritage through learning and speaking about our own cultural foodways.”** Link here:
<http://roadsscholaracademy.wvu.edu/speakersandsessionoverviews/bradley-wilson>
- 3) Diversifying the STEM pipeline and breaking boundaries in math and science in Pulsar research by involving around 1,000 female students, many from rural households, through the [Pulsar Search Collaboratory](#) program. Most of the students who've participated in this program have stayed in STEM fields. Dr. Maura McLaughlin is hoping to expand this program by establishing PSC "hubs" throughout the country. Dr. McLaughlin is currently co-producing a documentary called ["Little Green Men"](#) about the program. **“She will speak about the importance of females being involved in astrophysics and breaking boundaries in math and science fields.”** Link here:
<http://www.benefunder.com/environment-causes/maura-mclaughlin/exotic-stars-are-testing-einsteins-predictions>
- 4) On average, a college graduate will earn \$1 million more over a lifetime than a high school graduate. And research shows that being involved in extra-curricular

activities helps retain and graduate more students from college. **Greg Corio**, the founder of Adventure West Virginia, will describe how: **“His graduate project involving the “great outdoors” has impacted retention and graduation rates at WVU and how it can translate to other universities across the globe.”**

- **What TED Talks will you show at your event? This can be subject to change:**

https://www.ted.com/talks/rainn_wilson_ideas_worth_dating

https://www.ted.com/talks/jamie_oliver

https://www.ted.com/talks/al_gore_warns_on_latest_climate_trends

- **Will your TEDx event have a theme? If it will, what theme are you considering?** Leading with Hope in a Changing World
- **When is the proposed date of your event?** March 2, 2018

YOUR EVENT LOCATION

- **Address Lookup:** 62 Morrill Way Morgantown, WV 26506

ABOUT YOU

- **What are you passionate about in your own life?** There are many things in my life that I am passionate about. As a journalist, I really enjoy listening to people, gathering their stories, and helping them express their stories to others. Also, I find the production process of writing, developing, researching, and editing a movie together to tell a story very interesting. Helping those who may not be able to help themselves whether this is through non-profits, reaching out to people on my own, or taking the time and patience to explain something to someone. I am also very passionate about exploring new places and trying new things. Traveling is one of my favourite things to do in my free time. As well as the previously

mentioned passions, I enjoy supporting local communities and their members through locally owned businesses and organizations.

- **List at least one website that will help us understand you better.** The following is a link to my blog: <https://slcunningham18.wordpress.com> . This has other information I have not mentioned here and explains me as a person a bit better.
- **What made you decide you wanted to organize a TEDx event? What inspired you?** The inspiration for hosting a TEDx event came from wanting to expand beyond the stereotypes that are assigned to West Virginia University and West Virginia, in general.
- **What is your goal in hosting a TEDx event?** I want people to see what this university and state have to offer. I want to demonstrate and publicise the intelligent, passionate, and unique people that make this state and community such a welcoming place.
- **What are your three favorite TED Talks and why? Please include links to the talks:**

1.

https://www.ted.com/talks/leslie_morgan_steiner_why_domestic_violence_victims_dont_leave

The first video is of a woman discussing a topic many people are not comfortable talking about, which is domestic violence. I find this talk interesting because she expresses a point of view several people do not often see or hear, the victim's. She provides details that make the audience really listen. I commend her for standing apart from the crowd and talking about her experience.

2.

https://www.ted.com/talks/yassmin_abdel_magied_what_does_my_headscarf_mean

to you The second TED Talk is of a woman talking about an “unconscious” bias that lives in people. This makes the audience reconsider the judgments they may make based on outward appearances and stereotypes. I really enjoy her explanation of the many characteristics that can form a person’s intersectionality.

3. https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action#t-574433

My third favorite TED Talk offers an opinion about why and how people become inspired through examples of famous leaders. Personally, the man’s examples of the Wright brothers’ and Martin Luther King’s perseverance stuck with me the most. He is basically telling the audience that if they are passionate about something then it will be reflected and they will succeed.

- **What do we need to know about you that we didn’t ask?** I am a very dedicated and hardworking student. When I commit to a project, I give it my all until the end. Organized, punctual, and personable are three main characteristics I would choose to describe myself.
- **Have you ever attended or helped organize a TEDx event?** No

AFFILIATIONS AND ORGANIZING TEAM

- **Event affiliation:** University

- **Describe the organization:**

As a land-grant institution, the faculty, staff and students at West Virginia University commit to creating a diverse and inclusive culture that advances education, healthcare and prosperity for all by providing access and opportunity; by advancing high-

impact research; and by leading transformation in West Virginia and the world through local, state and global engagement.

- **Organization name:** West Virginia University
- **Your job title/relation to organization:** Graduate Student/Assistant in the College of Media at WVU
- **Your co-organizer:** Gina Dahlia and Keith Bailey

Theme Guidelines

When choosing a theme for your event, you want to pick something that represents what makes your event unique. In addition, you want to choose something that will clinch people's attention, but is concise. The theme for our first event was, "Leading with Hope in a Changing World." I would recommend deciding on something a bit shorter than this, such as one or two key words. Think of this as the title of your event. Also, you want to choose something that is the perfect balance between being too broad and too specific. You find more details and some past examples of TED themes here: <https://www.ted.com/participate/organize-a-local-tedx-event/tedx-organizer-guide/speakers-program/create-a-theme>.

Description Guidelines

The description of your event should elaborate on the theme of your event. This should be between 5-7 sentences further explaining the idea or concept that will be the overarching connection between your speakers. You should use this description as a basis when looking for ideas to be presented.

Timeline of Tasks

The following list is a month-by-month breakdown of what tasks should be accomplished by when.

- **May** – Continue recruiting new volunteers; Renew the license for next year’s event
- **June** – Continue recruiting new volunteers; Create budget for event; Update Sponsorship packets; Start approaching businesses for sponsorship opportunities; Create a running “To Do” list to keep track of all notes for the year;
- **July** – Continue to recruit new volunteers and potential sponsors; Create a rough draft social media production schedule for your social media platforms (i.e., what you want to post and when)
- **August** – Confirm time and place for general monthly meetings; Close volunteer application on website; Open speaker and entertainment applications; Finalize committee assignments; Ask for possible committee leaders to email you a resume and paragraph explaining why they want to be/will be a good committee leader; Look over website and make a list of corrections (i.e., new “About TEDxWVU” paragraph, new theme and description, new leaders, new photos, etc.); Create a contact sheet with all of the volunteers’ information
- **September** – Look into technology professionals (camera operators, photographers, videographers, directors, etc.) to work for the event; First general monthly meeting – print a copy of TEDx rules for every volunteer; announce committee members; provide a list of deadlines for each committee; Add new members to the Slack app; Send out first press release announcing event details and opening of speaker and entertainment applications; Have committee leaders email you a bio (of 200 words or less) and a professional headshot; Create a flyer to promote the event on the Information Stations around campus – email to Kim Harrison with Student Life and Engagement
- **October** – Have website updated with committee leaders and executive Board members; Create a TEDxWVU YouTube account to live-stream the event; Review rules and requirements about live-streaming the event; Update donations letter;
- **November** – Close speaker and entertainment applications halfway thru the month; Review the applications, make selections, and provide feedback on their videos/topics; Decide on catering options for event and rehearsal; Confirm new time and place for next semester’s general monthly meetings; Update speaker information packets
- **December** – Finalize speaker and entertainer selection; send acceptance/rejection emails to speakers; Get speaker release forms and formal acceptance from speakers; Email chosen speakers feedback on their application videos and topics; Announce speaker and entertainment selections on social media and the website; Craft second press release announcing speakers and entertainers
- **January** – Finalize student excuses and give them to volunteers at this monthly meeting; Put together a rough draft of the schedule for the day of the event;

- Receive professional headshots and bios (of no more than 200 words) from speakers and entertainers in early January; Send out final press release announcing speakers and entertainers; Receive updated talk versions from speakers and provide additional feedback; Look into vendor options for t-shirts; Look into vendors for event programs; Work on animated logos to have for event; Finalize TED Talk videos to show at your event
- **February** – Send any last minute event details to the speakers and hosts; Order t-shirts; Order event programs; Confirm catering orders; Produce minute-by-minute timeline breakdown for how event will flow; Create layout of venue with list of volunteer stations and location of where they will be placed; Place orders for catering; Receive finalized slides from speakers by mid-February; Provide any last feedback for speakers; Produce a script for hosts for event; Buy snacks and drinks; Call to confirm catering
 - **March** – Finish any last minute details; Email speakers, entertainers, and hosts with time/place confirmations with any parking, venue, and dress reminders; Set up venue for event; Send reminders to volunteers about dress, position, time requirements; Produce host cards; Print information sheets for registration workers
 - **April** – Finish any post-production necessities; Send list of attendee emails to TEDx for post-event survey; Edit speaker videos and post them on the TEDx YouTube channel; Upload photos from the event to the TEDx Flickr account; Brainstorm ideas for new theme and description for next year’s event; Start recruiting new volunteers; Find three potential speakers for renewal license for next year’s event

Schedule of Event

This is a rough layout of the schedule for the day of the event. This is helpful in getting the layout of which speakers you want when. It is also beneficial in giving a general time slot for each speaker. The full minute-by-minute breakdown can be found on page 69 in this booklet.

Time	Session	What	Who
9:30-9:45am	1	Welcome	Hosts
9:45-10:15am	1	Speaker	Emily Calandrelli
10:15-10:30am	1	TED Talk	“Am I not human?”
10:30-11:00am	1	Speaker	John Ebert

11:00-11:15am	1	Break	
11:15-11:30am	2	Speaker	George Cicci
11:30am-12:00pm	2	TED Talk	“Because I Said So”
12:00-1:00pm	3	Lunch/Entertainment Act	Elev-8! Flute Ensemble
1:00-1:30pm	3	Speaker	Daniel Brewster
1:30-2:00pm	3	Speaker	Dr. Ann Chester
2:00-2:15pm	3	Speaker	Ginny Thrasher
2:15-2:45pm	3	Speaker	Dr. Judith Feinberg
2:45-3:00pm	4	Break	
3:00-3:15pm	4	TED Talk	Person
3:15-3:45pm	4	Speaker	Flynn Pollard
3:45-4:05pm	4	Speaker	Sara Berzingi
4:05-4:15pm	4	Closing Remarks	Hosts

Meeting Information

I recommend holding general monthly meetings as an entire group (i.e. executive board, volunteers, and committee leaders). These meetings are beneficial to keep everyone informed on deadlines and updated on what the other committees are doing. Each committee leader should present their committee’s progress thus far and decide on what the next move for them should be.

The monthly general meetings should open with an update from the lead curator on his or her progress. It should follow up with an update from all of the committee leaders, showing an inspiring and relevant TED or TEDx Talk, presenting the next deadline for each committee, and announcing the next meeting date. One Executive Board member should be designated to keep track of meeting minutes. They will also be in charge of going around to each committee and record their progress.

One Executive Board member should be delegated the task of taking notes/minutes during the general monthly meetings. This person will also be in charge of sending out a mass email to all the volunteers with a summarization of the information that was discussed in the meeting.

In addition, each committee should hold monthly meetings outside of the general meetings. At these meetings, one committee member should be designated to take minutes in order to keep track of what was discussed and who attended. These minutes should be dropped into the Slack channel after each meeting.

Student Organization Application

In 2017, we applied to be a Student Organization at WVU, affiliated with the Reed College of Media. The below are images of the completed application, which is on file with the WVU Student Engagement and Leadership Office.

Since it was approved, you only have to file an officers update form each year. For the first event, we assigned the Executive Board members to be the officers. This is what I recommend for the following years. It is easier to list them as they are the ones who are overseeing everything and can be contacted about any questions.

In addition, being a registered WVU Student Organization comes with a few assets. The resources can be found here: <https://studentengagement.wvu.edu/student-involvement/forms-and-resources> and <https://studentengagement.wvu.edu/student-involvement/resource-center>.

One resource we took advantage of was applying for a Student Government Association grant. I filled out the online application back in October to attend an SGA meeting to receive a grant. In the meeting, I met with one of the SGA finance representatives to discuss our budget and about information for TED, TEDx, and TEDxWVU. I presented the budget to the representative and highlighted the top 3 things we would have liked to have had sponsored. The grant we received was for \$1,520 to purchase boxed lunches for our speakers, hosts, volunteers, and attendees.

OFFICE OF STUDENT ENGAGEMENT AND LEADERSHIP
PETITION FOR STUDENT ORGANIZATION
UNIVERSITY RECOGNITION

DATE: 8-31-17

NAME OF ORGANIZATION TEDxWVU

PURPOSE To organize and host a TEDx event.

MAILING ADDRESS 1511 University Avenue
PO Box 6010 Morgantown, WV 26506-6010

E-MAIL ADDRESS tedxwvu@gmail.com

WEBSITE ADDRESS www.tedxwvu.com

MEMBERSHIP REQUIREMENTS (i.e: graduate students only, pledging is required, a certain GPA is required, etc) N/A

CURRENT MEMBERSHIP SIZE 45

INITIATION FEE N/A

ANNUAL DUES N/A

CLASSIFICATION:

- | | | |
|---|--|---|
| <input type="checkbox"/> Business & Economics | <input type="checkbox"/> Eberly College of Arts & Sciences | <input type="checkbox"/> Political & Environmental |
| <input type="checkbox"/> College of Physical Activity & Sports Sciences | <input type="checkbox"/> Education & Human Services | <input checked="" type="checkbox"/> Reed College of Media |
| <input type="checkbox"/> Creative Arts | <input type="checkbox"/> Engineering | <input type="checkbox"/> Religious |
| <input type="checkbox"/> Cultural & International | <input type="checkbox"/> Fraternity | <input type="checkbox"/> Service |
| <input type="checkbox"/> Davis College of Agriculture, Natural Resources & Design | <input type="checkbox"/> Health Sciences | <input type="checkbox"/> Sorority |
| | <input type="checkbox"/> Honorary | <input type="checkbox"/> Sports & Recreation |
| | <input type="checkbox"/> Law | <input type="checkbox"/> Topical & Professional |
| | <input type="checkbox"/> Military | |

AFFILIATION – a constitution for the national or state organization must be submitted

Affiliated with an international/national organization
Name: _____
Address: _____

Affiliated with a state organization
Name: _____
Address: _____

Affiliated with a West Virginia University college or department
Department Name: Reed College of Media

*Please Note: Any organization undertaking international travel is required to meet with the WVU Office of International Programs to facilitate their travel plans.

SCHEDULED MEETINGS: (if known at this time. If not, leave blank)

Location Media Innovation Center at Evansdale Crossing
Frequency Monthly
Day & Time Tuesday at 6

ELECTIONS: Month of Election August 2017
Term of Office August 2018

OFFICERS: (Must be full time student at WVU main campus with at least a 2.5 cumulative G.P.A.)

PRESIDENT

Name Shannon Cunningham
Address _____
City/State/Zip Morgantown, WV 26505
E-Mail slcunningham@mix.wvu.edu Phone _____

VICE PRESIDENT

Name Makenzee Frohlich
Address _____
City/State/Zip Morgantown, WV 26505
E-Mail m1frohlich@mix.wvu.edu Phone _____

SECRETARY

Name Charles Keith Heister
Address _____
City/State/Zip Morgantown, WV 26505
E-Mail cheister@mix.wvu.edu Phone _____

TREASURER

Name Anna Saab
Address _____
City/State/Zip Star City, WV 26505
E-Mail ansaab@mix.wvu.edu Phone _____

ADVISOR (Must be a full time staff member. Medical Corporation employees are not eligible)

Name Gina Dahlia
Department Reed College of Media
Position Teaching Associate Professor and Journalism Program Chair
Address 1511 University Ave. Morgantown, WV
Phone _____
E-Mail Gina.Dahlia@mail.wvu.edu

PRESIDENT'S STATEMENT: "I certify that the preceding information is accurate. I have read the Requirements for Student Organizations, the West Virginia University Student Conduct Code, and the West Virginia Anti-Hazing Law, and I understand that as the president of this organization, I can be held responsible for its actions. I understand I must maintain at least a 2.5 cumulative GPA and fulltime status during my tenure. I consent that my contact information may be provided to individuals upon request at the discretion of the Student Engagement Staff members. I understand my contact information will be included in the Fresh Start Survey."

Shannon Cunningham 8-31-17
 President's Signature Date

Shannon Cunningham 8-31-17
 President's Printed Name Date

ADVISORS:

1. All student organizations are required to have an advisor who is a full time staff or faculty member of the University (WVU Morgantown campus)
2. Student organizations should consult with advisors on all matters involving activities, budgeting, and policy.
3. All requests for permission to solicit funds in campus, reserve space in facilities and to request funds from Student Administration Bureau of Finance, must include the advisor's written approval.
4. Any organization undertaking international travel is required to meet with the WVU Office on International Programs to facilitate their travel plans.
5. Advisors are expected to be actively involved in the affairs and operation of the organization.
6. Notification of change of advisors must be submitted in writing to the Student Engagement Office within 2 weeks of change.

ADVISOR'S STATEMENT: "I have examined this student organization petition and the attached copy of the constitution, and I am willing to serve as advisor to this organization."

Chia Dantia Sept 5, 2017
 Advisor's Signature Date

Chia Dantia 9/5/17
 Advisor's Printed Name Date

IF THE ORGANIZATION IS IN ANY WAY AFFILIATED WITH A COLLEGE, SCHOOL, OR DEPARTMENT, THE AUTHORIZATION OF THE DEAN, DIRECTOR, OR CHAIR MUST BE OBTAINED.

DEAN OR DIRECTOR STATEMENT: "I have examined this student organization's petition and the attached copy of the constitution and authorize their status as a student organization within our college/school."

Marysue Reed 9/7/17
 Dean/Director's Signature Date

Marysue Reed
 Dean/Director's Printed Name

MeDRA
 School, College or Department

GPA CHECK
Office Use Only

Student Organization Constitution

This is a copy of the TEDxWVU constitution that is on file with the WVU Student Engagement and Leadership Office. This will not need changed unless there is an update to one of the articles.

TEDxWVU CONSTITUTION

Constitution of TEDxWVU

ARTICLE I. NAME

The name of this organization shall be TEDxWVU

ARTICLE II. PURPOSE

The purpose of this organization shall be to create an open discussion prompted by selected guest speakers at the TEDxWVU event. The event will bring the university and community together for a larger conversation about the chosen topic of the event. It will encourage the community to think about and discuss the issues and solutions posed by the speakers amongst the rest of the community and state—spreading ideas for change and creating a societal impact.

ARTICLE III. MEMBERSHIP

Section 1. The voting membership of this organization shall be limited to organization members who are WVU students.

Section 2. This organization will not deny membership on the basis of age, disability status, ethnicity, gender identity, national origin, race, religion, sex, sexual orientation or veteran status.

ARTICLE IV. OFFICERS

Section 1. The offices of this organization shall be president, vice president, treasurer, and secretary.

Section 2. The duties of the president are overseeing all committees and leading all functions of the organization.

Section 3. The duties of the vice president are assisting in all leadership and oversight, and performing as the lead in any event the president can't.

Section 4. The duties of the treasurer are to handle any financial decisions, maintain the budget, and work with other officers to provide the financial resources necessary for all meetings and events.

Section 5. The duties of the secretary are to help maintain organization between the officers and committees, take minutes at the meetings, and provide resources to conduct meetings and business within the organization.

Section 6. To hold an elected, or appointed office in this organization, a member must have at least a 2.5 GPA at the time of election or appointment, and must be a full-time student. Furthermore, the member may not be on academic or disciplinary probation.

ARTICLE V. SPECIAL WVU REQUIREMENTS

This organization will adhere to the West Virginia University Conduct Code.

ARTICLE VI. MEETINGS

Section 1. Regular meetings of the organization shall be Tuesdays.

Section 2. Special meetings may be called by the president, vice president, treasurer, and secretary.

ARTICLE VII. COMMITTEES

Section 1. The public relations and marketing committee will focus on promoting the event to get speakers and attendees. They will work with TEDx's program liaison to ensure all press releases are properly structured. Working on a 'teaser' video for the event, writing press releases, and working with social media platforms are some of the responsibilities for this committee. After the event, this group will be in charge of promoting the talks and getting feedback from attendees/speakers.

Section 2. The event planning committee will be in charge of registration for the day of the event including passing out gift bags, making name tags, handing out itineraries, and answering any questions.

Section 3. The volunteers committee will consist of those who want to help with the actual event. The leader of this committee will be in charge of assigning places/jobs for each volunteer on the day of the event. Volunteers will be required to attend the monthly meetings to keep updated on the event and to help wherever it's necessary. During the actual event, volunteers will be professional and considerate to attendees.

Section 4. The sponsorships committee will work to locate companies/organizations to sponsor TEDxWVU with monetary or other forms of donations. The goal is to highlight these entities the day of the event and connect TEDxWVU both locally and nationally.

Section 5. The website and design committee will create and manage a strong online presence of our event, including website content, a blog and social media. This committee will work alongside our marketing committee and the technology committee to ensure proper outreach. The design team will create the event logo, website, branding materials and other aesthetic components of our event.

Section 6. The technology and production committee will be focused on overseeing the video/audio and production of the event—from managing audio and video needs, camera operators and the livestream of our event. This committee will work alongside with the website and design and marketing committee.

Arts and Entertainment Ticket Information

If you choose to go through the WVU Arts and Entertainment Office, then you need to contact Penny Parrish at Penny.Parrish@mail.wvu.edu. She will have you fill out a contract and application (like the one below). However, you must have access to a professor with a Pro Card at the College of Media in order to get the funds after the event sells out.

Otherwise, you have to contact Ann Burleigh at (304) 293-4147 to register as an External Vendor. Then they will be able to cut TEDxWVU a check to deposit in the TEDxWVU bank account (instead of it going to the College of Media).

For the first event, we wanted to keep ticket costs relatively inexpensive since we could only have a maximum of 100 attendees and we were gearing sales towards WVU students and faculty. Therefore, we only charged \$16. About \$14 per ticket came to us after they took out WV taxes and a \$1 fee (per ticket) for the Arts and Entertainment Office. Each ticket price also included a boxed lunch for each attendee.

I recommend not including lunch in the ticket price for future events. It is much easier providing a 2-hour lunch break for people and have them leave to get their own food. In addition, I recommend raising the cost to \$18 or \$20 per ticket. This is still a reasonable price, but allows for more of the ticket sales to feed back into the event. I would not go above this price, as attendees will (most likely) have to pay for parking at the venue and their lunch. The only TEDx specification on ticket prices is that you cannot charge more than \$100 per ticket.

Arts and Entertainment Ticket Application

External Vendor Show-build submission form

Fill out in full. If making changes to an already submitted form, only fill in the information you would like changed ("build charges" may apply to *built* and then *cancelled* shows).

Ticketing and Front of House questions: Ticketing@mail.wvu.edu

Front of House Supervisor is Sarah Tate 304-293-2776

Basic Information:

Event name: TEDxWVU
 Presented by: Beed College of Media
 Performance Date(s): Friday, March 2, 2018
 Performance Time: 9:30 a.m.
 Onsale Date: October 30, 2017

Please select your Major Category (Arts or Concert) and then your Minor Category:

ARTS: Ballet/Dance – Orchestra – Choir – Opera – Musical – Drama – Comedy – Other: Speaking series

CONCERT: Country – Rap/Urban – Pop – Blues – Reggae – Dance/Electronic – Other: _____

Venue (check one): Media Innovation Center at Evansdale Crossing

Lyell B Clay (sell Pit seats)	Lyell B Clay (Pit used in performance)	Gladys Davis	Falbo	Metropolitan	Coliseum	MEC*

*Events at the MEC will need special attention. Please contact A&E when using this venue.

Seating (circle one): Assigned-seats - or - General-admission

Holds: Number of seats you would like to reserve as House Holds (please check):

- None
- # _____ Standard house-holds
- Special request: _____

Event Description:

Please enter any info or web address that may be useful to customers:

This will be an all day event where speakers will provide a talk pertaining to our theme, "Leading with Hope in a Changing World". For more information, visit tedxwvu.com.

Appropriate for children: YES NO

If "NO" please detail why (ie profanity, suggestive content, etc.)? We will be filming the series and will have equipment placed around the venue, we don't want children to interfere!
Appropriate age restriction? _____

Tickets and Pricing: Max. of 100 attendees

Please enter the price for each ticket-type you would like to have sold: **All Tickets will be sold via Ticketmaster at Ticketmaster.com or by calling 1 800 745-3000 (Visa, Mastercard, American Express, Discover).**

Ticket type:	Adult regular priced ticket	Senior age 55+	Child 14 & under	Group 10+ tickets	WVU Student w/ active ID	WVU Employee w/ active ID	Other1	Other2	Other3
Price, base	\$15								

*Facility and other fees may apply and CAN NOT be included in the base price of a ticket. COMP and other "zero-faced" tickets are not subject to facility fees.

Will your organization be issuing complimentary ticket cards (comp cards) for this event?* YES NO

Front of House support by A&E (not eligible for Falbo events)

Full (ushers & ticket-takers)	None (or will provide own)
	<u>Will provide own</u>

Note: E-Tickets (print-at-home and Mobile) is an option only if A&E FoH services are used. When you purchase tickets online or by phone via Ticketmaster you will have delivery options of US Mail and E-Tickets. Print-at-home are printable by any black and white or color printer. No pdf's are accepted. Mobile tickets are QR coded.

Signature: Shawn L. King Date: 10-24-17

By signing this approval, the customer assumes all responsibilities due to omissions and/or other mistakes, which may delay on sale.

Volunteer Application

This is the application that will be posted on the TEDxWVU website in order to recruit new student volunteers for next year's event. In order to have a successful event, I think a team of about 30-40 volunteers will be beneficial. These volunteers will then be divided up into 7 committees (listed below). For the first event, we recruited about 50 volunteers, however, we had about 10 drop out after the first month.

1. Name
2. Year
3. Major
4. Email
5. Phone
6. Which committee would you like to be a part of? Public Relations Event Staff Website Event Planning Speakers Sponsorship Technology/Production
7. In a few sentences, please explain why you want to be involved with planning this event, and why you are qualified to volunteer on your chosen committee?

Volunteer Committee Descriptions

The following paragraphs describe the responsibilities of each volunteer committee. It would be beneficial to have these listed on the volunteer application so each volunteer knows his or her responsibilities and requirements in signing up for that committee. The technology/production committee should be comprised of trained professionals that will handle the production and camerawork for the event. However, you can have students apply that would want to be stage managers or audio techs.

1. **Public Relations/Marketing:** This committee will focus on promoting the event to get speakers and attendees. They will work with TEDx's program liaison to ensure all press releases are properly structured. Working on a 'teaser' video for the event, writing press releases, and working with social media platforms are some of the responsibilities for this committee. After the event, this group will be in charge of promoting the talks and getting feedback from attendees/speakers.

2. **Event Staff:** This group will consist of those who want to help with the actual event. The leader of this committee will be in charge of assigning places/jobs for each volunteer on the day of the event. Volunteers will be required to attend the monthly meetings to keep updated on the event and to help wherever it's necessary. During the actual event, volunteers will be professional and considerate to attendees.
3. **Website/Design:** This committee will create and manage a strong online presence of our event, including website content, a blog and social media. This committee will work alongside our marketing committee and the Technology committee to ensure proper outreach. The design team will create the event logo, website, branding materials and other aesthetic components of our event. **Previous coding or graphic design experience required.**
4. **Event Planning:** This committee will be in charge of organizing the event. Ordering items for and preparing swag bags, arranging food/beverages for lunch (and possibly afternoon snacks) for event, and running registration are a few tasks assigned to this group. They will be in charge of making name tags for speakers and attendees, producing schedules for the day, and working with the volunteer committee to arrange placement of volunteers throughout venue.
5. **Speakers/Review Videos:** This committee's responsibility will be choosing the speakers for the event. Members will be in charge of creating the speakers application, providing guidelines for the talks, going through the applications and video posts, and selecting the finalists.
6. **Sponsorships:** This committee will work to locate companies/organizations to sponsor TEDxWVU with monetary or other forms of donations. The goal is to highlight these entities the day of the event and connect TEDxWVU both locally and nationally. Our max monetary donation amount will be capped at \$10,000 to conform to TEDx guidelines. This is a very important job to ensure our event is properly financed and budgeted.
7. **Technology/Production:** This committee will be focused on overseeing the video and audio needs of the event – from managing audio in a sound booth to being trained to do camerawork and work on stage managing with the hosts and speakers. This committee will work alongside with the Event Planning and Volunteers committees. **Previous tech experience required.**

Speaker Application

The speaker application for the first event was pretty straightforward. We required an unlisted YouTube video submission from each applicant in order to judge his or her presentation abilities. For our first event, we wanted speakers who would not need a lot of coaching, and were able to present their topic in a sophisticated way. However, we did make exceptions for certain high profile or well qualified applicants. In addition, we allowed applicants to upload a video of a previous talk (not the one they planned to give at the event).

I recommend keeping the application the same. However, I think it would be beneficial to expand on question 12. It should specify what accommodations; such as if someone is physically handicapped, hearing or visually impaired, etc. Since this is a sensitive question, it needs to be phrased in a respectful manner. In addition, it may be beneficial to add a question asking if the applicant has given a TED or Knight style presentation.

Have an idea worth sharing at our TEDxWVU event? Please fill out the form below to be considered. The speaker committee will review your application and you will receive a response via email by early January 2018. All fields are required.

1. Your name
2. Email
3. Phone
4. Address
5. If you will be representing an organization or company please list the name, and position you hold (**if applicable**).
6. In one sentence, what is your idea/concept?
7. Under which of the following categories would this talk fall? (Please choose at least one)
 - oAdventure/Exploration
 - oFood/Agriculture
 - oScience/Medicine
 - oArchitecture
 - oLaw/Human Rights
 - oSocial Sciences
 - oArt/Design/Literature

- oMedia/Entertainment
- oSports
- oBusiness/Economics
- oMusic
- oTechnology
- oEducation
- oReligion/Spirituality
- oOther
- oEnvironment

8. Provide a description or outline of your talk.
9. Please upload an unlisted YouTube video of you giving your proposed talk.
10. How does your idea fit TEDxWVU's theme of "Leading with Hope in a Changing World"?
11. Help us learn who you are. Please list any relevant work experience, skills, volunteer experience, or projects
12. Do you require any special accommodations?

Yes/No—Please agree to the following:

I understand that this is an application and does not guarantee that I will present or perform at this or any other TEDxWVU event.

I may not promote any business or provide any special offers or discounts before, during, or after my talk at TEDxWVU.

I agree that decisions regarding the acceptance of my TEDx Talk is left to the discretion of the TEDxWVU staff.

If chosen as a speaker, I agree that I will have my talk memorized for the rehearsal and event.

I understand if chosen I will be working with the TEDxWVU committee to edit and polish my presentation as needed to reflect the TEDx license agreement terms and conditions.

(End of Application)

After the speaker application closes, you should post a message on the page so it is not blank. I suggest, "Speaker applications have closed. Thank you to all who have applied. We will announce our selections in January, so please check back for updates. We

encourage those who did not make the deadline for this year to keep an eye out for TEDxWVU 2019 applications next year.”

Speaker Invitation Email (on official TEDxWVU letterhead)

The following is an email invitation we drafted in order to reach out to potential applicants. These were community members, businesspeople, and professors throughout the state of West Virginia who possessed an “idea worth sharing” that fit with our theme. We filled in specifics about their topics in the italicized sections in the first paragraph. This stated what exactly we wanted them to apply to speak about.

Dear [person],

I'm honored to invite you to speak at the first annual TEDxWVU, an independently organized TED event happening on March 2, 2018. The TEDxWVU team has noticed your profound impact on *[something specific about blah blah]* and would be thrilled to have you as a speaker at the first ever TEDxWVU. We believe your work with *[blah blah]* has the potential to complement our theme of “Leading with Hope in a Changing World”.

TEDxWVU is a full-day event being curated by Shannon Cunningham, graduate student at WVU and TEDxWVU Licensee, and Gina Dahlia, Journalism Program Coordinator at the WVU Reed College of Media and Faculty Chair, with an audience of about 100 people at the Media Innovation Center in Morgantown, WV. Our goal is to unify bright minds to give talks that cover a wide range of subjects, aid in learning, promote inspiration, and provoke meaningful conversations.

Your idea will be recorded in front of a live and online audience. Just as with all speakers, we would work together ahead of time to guide you in the process of finalizing your talk. Your talk should be at least 10 minutes in length, but no more than 18 minutes. Please upload an unlisted YouTube video link of you presenting your speech in the speakers' application at tedxwvu.com.

We believe your voice would be a powerful addition to the TEDxWVU stage. Please apply by December 1, 2017 at tedxwvu.com. We look forward to hearing from you!

Best,

[Name]

TEDx[eventname] [Role]

<http://tedxwvu.com>

Speaker Acceptance Email (on official TEDxWVU letterhead)

Below you will find a template for the acceptance letters we emailed our speakers. This contained all of the initial information we needed in order to confirm their spots as speakers and announce them in a press release. The speaker permission release mentioned in this email can be found on page 32 in this booklet. You may edit this to include information that is relevant to your event.

January 5, 2018

Dear [speaker],

We are excited to congratulate you on being chosen as a speaker for our March 2, 2018 first-ever TEDxWVU event entitled, “Leading with Hope in a Changing World.” This was a challenging selection process as we received many strong applications. However, yours stood out as among the best and our speakers’ committee is looking forward to giving you a platform to inspire and enlighten our audience.

We also believe that your “idea worth sharing” will be a great addition to our program! As we stated before, your talk will be recorded live at the event and following the event, will be shared globally with the TED community.

Our speakers’ committee, comprised of graduate and honor students, and award-winning faculty, will help coach and shape your talk, so it will be well represented at the event. **In the coming week, our committee will be reviewing your talk and offering feedback via email, to best reflect the theme and timeframe limits. Please look for this email and adjust your talk accordingly.**

As a reminder, while you are putting the finishing touches on your talks, please be mindful of some constraints such as time, theme, and supplemental materials. To help craft your talk, we have provided a few guidelines and materials to consider.

Once again, our event will be Friday, March 2 from 9 am-4:30 pm at the WVU Reed College of Media’s Media Innovation Center at Evansdale Crossing. (Closer to our event, we will be emailing directions and parking passes for those speakers who are coming to the event from out of town.) We ask that our speakers be at the event by 8:30

am and stay until 5:30 pm for photo and interview opportunities. There will also be a mandatory all-day rehearsal from 9 am-5 pm on Thursday, March 1 at the WVU Media Innovation Center, followed by a welcome dinner for all of our speakers and TEDxWVU volunteers at the MIC.

Where do we go from here?

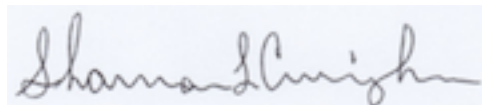
Please immediately fill out the attached speaker permission release, and return it to the contact email provided.

In order to confirm your spot as a speaker, send a formal acceptance email as well as a bio of no more than 200 words, and a professional headshot (in .JPG form) to slcunningham@mix.wvu.edu by 5 pm on Friday, Jan. 12th.

Please make sure your bio is geared towards speaking at a TEDx event and reflects our theme, as we will be publishing this information, as well as your headshot, in a press release as well as on our speakers' page on our website and our other social media sites. A resume, in a Word .doc or .docx format, should also be attached in case the executive board needs to revise your bio.

On behalf of the entire TEDxWVU team, CONGRATS once again for being selected as a TEDxWVU speaker! We appreciate your interest in our inaugural event and look forward to working with you!

Best,



Shannon Cunningham
TEDxWVU Licensee, Curator, and Chair
slcunningham@mix.wvu.edu
Website: <http://tedxwvu.com/>
Twitter: @TEDxWVU
Facebook: <https://www.facebook.com/TEDxWVU/>
Instagram: @tedxwvu

Speaker Rejection Email

The following is a template for the email we sent to all of the applicants that we did not accept for our event.

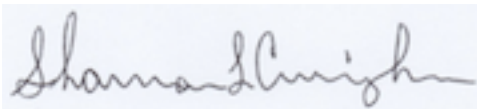
Dear [Applicant],

We appreciate your application submission for the TEDxWVU 2018 event. This was a challenging process as we received several strong applications that represented our theme. Narrowing this to only eight speakers was difficult. Unfortunately, you were not chosen as a speaker for this year's event.

We thoroughly enjoyed your application and hope you will continue to support our event. You can keep updated on this year's and other upcoming events by following us on social media and our website.

On behalf of the entire TEDxWVU team, we appreciate your interest in our inaugural event and wish you the best of luck on your future endeavours.

Best,



Shannon Cunningham
TEDxWVU Licensee, Curator, and Chair
slcunningham@mix.wvu.edu
Website: <http://tedxwvu.com/>
Twitter: @TEDxWVU
Facebook: <https://www.facebook.com/TEDxWVU/>
Instagram: @tedxwvu

Speaker Packet Information (on official TEDxWVU letterhead)

The Speaker Packet will serve as the welcome packet for all of the speakers for your event. There are no set rules on how long the packet needs to be or what it should look like, however, I recommend you incorporate graphic components and the TEDxWVU logo.

It should contain all of the pertinent and relevant information for your speakers, including:

- **Welcome to TEDxWVU**
- **Theme and description for your event**
- **About TEDxWVU information**
- **Tips for putting together a great TEDx talk**
- **Links to some of your favorite TED/TEDx Talks (no more than 5)**
- **Presentation requirements and tips (i.e. slide backgrounds, colors, and number limits, text specifications, graphics, and third party information)**
- **Timeline leading up to the event (including due dates)**
- **Contact sheet for those involved in communicating with the speakers**

Speaker Permission Release Form

All speakers for your event must sign this speaker permission release form per TEDx's rules. The original document can be found under the Speakers' section on the TEDx Rules webpage: <https://www.ted.com/participate/organize-a-local-tedx-event/before-you-start/tedx-rules#h2--speakers>. The original document possesses highlighted sections that are required to be filled in with information pertaining to your event specifically; hence this version has been updated with TEDxWVU's information. All other information has remained the same.

TED^xWVU

x = independently organized TED event

TEDxWVU PERMISSION RELEASE

Please complete this form, make copies for your records and email to your TEDxWVU contact: Shannon Cunningham, slcunningham@mix.wvu.edu

TEDxWVU will be recording all the presentations at the TEDxWVU event to be held March 2, 2018. TEDxWVU is operated under license of TED Conferences LLC ("TED"). Beyond the Event, the goal of both TED and TEDxWVU, is to spread great ideas, by making these presentations freely and widely available to a global audience.

This release (the "Release") will serve as our agreement concerning your participation at the Event. In consideration for the platform provided to you, and in support of the goal

of “ideas worth spreading,” you grant TEDxWVU, TED, and other entities — e.g., broadcasters — as TEDxWVU or TED may designate from time to time (collectively, the “TED Parties”) the right to record, stream, film and photograph your presentation at the Event (the “Presentation”) and to distribute, broadcast, edit, translate (as discussed below) or otherwise disseminate it, without any further approval from you, in whole or in part, throughout the world, in perpetuity, in any and all media now known or hereafter developed. This grant to the TED Parties includes, but is not limited to, the right to use the Presentation either alone or together with supporting information, such as your name, voice, photograph, likeness and biographical data (collectively, “Supporting Information”).

Examples of permitted uses of the Presentation and Supporting Information include displaying the Presentation on the TEDx YouTube channel or on TED’s website, TED.com; broadcasting the Presentation on television; and distributing the Presentation on DVDs, mobile phones, films, and other video distribution channels, such as iTunes.

TEDxWVU and TED encourage intelligent public debate around each presentation. Accordingly, your Presentation may be distributed under a “Creative Commons” license, which allows each distributed presentation to be re-published in non-commercial, non-derivative works, as long as appropriate credit is given and the presentation is not edited or distorted. By signing this Release, you acknowledge and agree that you do not object to the distribution of the Presentation by the TED Parties under a Creative Commons license.

TEDxWVU and TED place a great emphasis on reaching a global audience. To achieve this goal, your Presentation may be translated into any language. Translators follow the guidelines established through the TED Translators program. By signing this release, you acknowledge and agree that you do not object to having your Presentation and Supporting Information translated in this way.

In addition, you understand and agree that: (i) TEDxWVU and TED aren’t obligated to use the Presentation or Supporting Information in any way; (ii) you won’t receive any form of payment in connection with the use of the Presentation and/or Supporting Information; and (iii) you may not revoke the rights granted in this Release.

You affirm that: (i) you have the full power and authority to grant the rights and releases set forth in this Release; (ii) you are the sole author of the Presentation; (iii) you own all rights to the Presentation, including, but not limited to, all copyrights and trademark rights; (iv) you will advise TEDxWVU in writing of all third-party material contained in the Presentation (to which you have not secured all necessary rights); and (v) use of the Presentation as permitted by this Release will not violate the rights of any third party.

If any third party claims that the use of the Presentation violates its rights, you agree to cooperate fully with TEDxWVU and TED to defend against or otherwise respond to such claim.

This Release contains the entire understanding between you and TEDxWVU regarding the Presentation and/or Supporting Information and may not be modified except in a writing signed by both of us.

Name (Signed)

Name (Printed)

Date

PLEASE SIGN, DATE & EMAIL to your TEDxWVU contact: Shannon Cunningham, slcunningham@mix.wvu.edu

Entertainment Application

This is the application we had posted on our website for entertainment applicants. These were for performances in-between speakers and during the hour for lunch. We received a few good applicants, but not as wide as a variety as we would have liked. Therefore, we decided to add another strong speaker in our line-up (making it 9 instead of 8 speakers) and reduced the time down to a half hour performance during lunch (an hour including set-up and introduction).

Have an entertainment act you would like to perform at our TEDxWVU event? Please fill out the form below to be considered. Your application will be reviewed by staff and you will receive a response via email by early January 2018. There are two 15 minute time slots, one 30 minute time slot, and an hour lunch break. For these reasons, please keep your performance length between 15-30 minutes. Because of these time constraints and the limited stage space available at the venue, we would also like to refrain from having entertainment acts that require a detailed equipment setup.

*** All fields are required.**

Name:

Email:

Phone:

Address:

Length of performance:

If you will be representing an organization or performance group please list the name (**if applicable**):

In one paragraph, please describe your entertainment act:

Please provide a YouTube link to a video of your performance:

Help us learn who you are. Please list any relevant work experience, skills, volunteer experience, or projects:

Do you require any special accommodations for your performance?

Yes/No—Please agree to the following:

I understand that this is an application and does not guarantee that I will perform at this or any other TEDxWVU event.

I may not promote any business or provide any special offers or discounts before, during, or after my program in the Media Innovation Center.

I agree that decisions regarding the acceptance of my application is left to the discretion of the TEDxWVU staff.

I understand if chosen I will be working with the TEDxWVU volunteers to edit and polish my performance as needed to reflect the TEDx license agreement terms and conditions.

I understand that I am submitting this application to apply as an entertainment act, not to give a talk about my music, instrument, or experience.

After the entertainment application closes, you should post a message on the page so it is not blank. I suggest, "Entertainment applications have closed. Thank you to all who have applied. We will announce our selections in January, so please check back for updates.

We encourage those who did not make the deadline for this year to keep an eye out for TEDxWVU 2019 applications next year.”

Slack Communication App

In order to make communication easy and smooth between committee leaders, volunteers, and the executive board members, we used the Slack communication application. This allowed for quick responses at any time. It was also less of a hassle than dealing with sending emails back and forth.

This free application can be downloaded on any smartphone or laptop. At the first general meeting, provide the details to have everyone download the application and create an account. I recommend asking each volunteer to include his or her first and last name, or first initial and last name in their username or display name. This makes it more convenient to place each person in a specific channel after they sign up.

When they sign up, they can join the TEDxWVU workspace. Once they sign into this workspace, they should automatically have access to the general and random channels. There is a specific channel for each committee, so (as the administrator) you can add the volunteers into their assigned committee.

Also at the first general meeting, you should have everyone turn on his or her notifications. To do this on their smartphones, have them follow these directions:

- Click on your username under the “Direct Messages” section.
- Click on the three vertical dots in the upper right hand corner.
- Click on “Settings” then “Notifications”.
- Have them switch their notifications to “All new messages”.

To change their notifications on their laptop, have them follow these directions:

- In the dark section of the workspace (on the left hand side of the screen), locate the bell icon in the upper right hand corner.
- Click the bell icon, and then click “Your notification preferences”.
- Under “Notify me about...”, click “All new messages”.

This will ensure that everyone receives a notification when anything is posted in the workspace. It is imperative to make sure everyone is keeping updated with these postings. Therefore, I recommend requiring everyone respond by adding a reaction or commenting on the message. As the administrator for the workspace, you automatically have access to all of the channels, meaning you can see everyone’s activity.

Committee leaders should use their designated Slack channels to keep their committee members updated on individual and general meeting times as well as any upcoming deadlines. They should also utilize this channel to drop in any relevant documents such as meeting minutes, charts, graphics, or research information. This should be the main communication between the committee.

Host Information

When choosing a host for your event, you want to make sure to acquire someone who is experienced in public speaking and can manage well in a crisis. In my research on other TEDx events, I noticed many of them had one host. However, with our event, we decided to have two hosts. This allowed for easy ad-lib and banter between introducing speakers and issues that arose where we had to stall a bit.

Based on the criteria mentioned, we chose Eric Minor from the Reed College of Media and April Kaull from University Relations. I would highly recommend using them again. When you decide on your host(s), it is better to lock him or her (or them) in as early as possible. I recommend reaching out to your first choice(s) in November and having him or her (or them) confirmed by the beginning of January.

For our first event, I did not produce a packet of information (like the speakers' packets) for the hosts because they did not have as many requirements or guidelines. I sent all of the need-to-know information to them in emails. This information included: date, times, and location of the rehearsal and event, clothing requirements, deadlines for bios and professional headshots, requests for t-shirt sizes, questions about needing parking passes or reserved tickets for family members.

About a month before the event, I started writing a script for the hosts. This was a break down of what they were to say throughout the event. It included the welcome, high points of the rules, location of the restrooms, who to contact if attendees had questions, introductions of speakers, transitions between speakers, introductions of TED Talks we showed, announcement of breaks and lunch, introduction of the entertainment group, directions for the activity, and closing remarks.

I recommend making notecards for the hosts as they have a lot of information to recite. The script was printed on sticker paper and pasted on red cardstock paper. There were two sets, one for each host. However, both had a copy of the entire script, not just their parts.

On the other side of every card was the TEDxWVU logo, also printed on sticker paper. This added a touch of professionalism to the event as well.

Social Media Guidelines

TEDxWVU has accounts on Twitter, Instagram, Facebook, and Flickr. Our Twitter is @TEDxWVU, our Instagram is @tedxwvu, our Facebook is TEDx WVU, and our Flickr is TEDx WVU. As far as a distribution plan, I think it would be beneficial to produce a

schedule of what information we want to post, when we should post it, and on what platforms.

Our Facebook group for TEDxWVU was created as a “Page” under our Social Media Manager’s account. Our Social Media Manager would schedule posts ahead of time on Facebook so they would automatically publish at the time and date they were scheduled. We typically posted all of our information on our Facebook page, photos on our Instagram, and all brief text information on our Twitter.

As far as guidelines from the TEDx rules, the only thing they mention is that you cannot promote sponsors on your social media accounts. In addition, all photos should be uploaded to our Flickr account before uploading them elsewhere.

I recommend setting a specific time and day to publish certain posts on certain networks. For Facebook, we have found that posting on Mondays, Wednesdays, and Fridays in the morning or around 1:00 pm are the most popular. For Twitter and Instagram, I recommend posting in the morning. We haven’t seen any analytics on what days receive the most attention on these networks, but I recommend posting Mondays and Wednesdays for now. In addition, utilize the Story feature on the Instagram account and integrate creative hashtags for Twitter. GIFs are also a great way to interact with your followers on Twitter.

There do not need to be posts on every social media network every week, only when it is necessary and relevant. We would post on Instagram maybe once or twice a month, or more when we had photos. On Facebook, our Social Media Manager would schedule posts a week in advance so there were published posts every week. On Twitter, we posted information about tickets and live-streaming the event. We also made announcements about our applications and speakers lineup. Twitter was mainly used the day of the event to live tweet what was happening at the event.

Press Releases (on official TEDxWVU running letterhead)

Leading up to the event, we sent out two press releases. The first one announced that we would be hosting the first ever TEDx Conference at WVU and called for any interested speaker and entertainment applicants. The second press release announced our chosen speakers and online ticket sales.

The Public Relations Committee was in charge of emailing these press releases to the contacts provided on the WV Media Contacts Sheet (on page 52 of this booklet). On each email, I requested that they CC the Public Relations Committee leader and myself. This

ensured that they sent the emails and allowed for any questions from the contacts to be directed to my email.



PRESS RELEASE

November 28, 2017

For Immediate Release

Contact: Shannon Cunningham
TEDxWVU Chair
Cell: 304-476-3294
Email: slcunningham@mix.wvu.edu

THE FIRST EVER TEDxWVU 2018 ANNOUNCED

Speakers and Entertainers Encouraged to Apply!

MORGANTOWN, WV - On Friday, March 2, 2018, from 9 a.m. to 5 p.m., West Virginia University will hold its first ever TEDx event. This full-day conference will be held on the fourth floor of WVU's Evansdale Crossing in The Reed College of Media's Media Innovation Center.

The theme of this year's event is "Leading with Hope in a Changing World." In this ever-changing landscape, many are questioning if the American dream even exists. We believe it does, it just means we need to rethink our homes, suburbs and communities. In this series of TEDx talks, the American dream isn't lost, it's just being redefined. The purpose behind TEDxWVU is to create an open discussion for the community, and provide a positive platform to express ideas.

We are currently looking for speakers and entertainers for this event! If you have an inspirational message and/or idea you would like to share with the community, or you have a talent you would like to showcase/perform, please apply on our website <http://tedxwvu.com/>. The Deadline to apply to be a speaker or an entertainer is Dec. 6, 2017! SO APPLY NOW!

Tickets can be purchased through the WVU Arts and Entertainment Office. They can be reached Monday-Friday, 10 a.m. to 5 p.m, at their on-campus locations at the Mountainlair and the Creative Arts Center, or via phone at 304-293-SHOW (7469). Tickets are limited to 100 people and are currently on sale for \$16, which will include a box lunch. For more information, please visit our website at <http://tedxwvu.com/> and be sure to follow TEDxWVU on Twitter [@TEDxWVU](https://twitter.com/TEDxWVU), Instagram [@tedxwvu](https://www.instagram.com/tedxwvu), and Facebook at [@TEDxWVU](https://www.facebook.com/TEDxWVU) for all the latest updates about the event.

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (*Subject to certain rules and regulations.*)

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman. The annual TED Conference takes place each spring in Vancouver, British Columbia. TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TED-Ed. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organized TED-style events around the world, and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

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TEDxWVU

x = independently organized TED event

PRESS RELEASE

January 23, 2018

For Immediate Release

Contact: Shannon Cunningham

TEDxWVU Chair

Cell: 304-476-3294

Email: slcunningham@mix.wvu.edu

THE FIRST EVER TEDxWVU 2018 ANNOUNCED

MORGANTOWN, WV - On Friday, March 2, 2018, from 9 a.m. to 4 p.m., West Virginia University will hold its first TEDx event. This full-day conference will be held on the fourth floor of WVU's Evansdale Crossing in the Reed College of Media's Media Innovation Center.

The theme of this year's event is "Leading with Hope in a Changing World." In this ever-changing landscape, many are questioning if the American dream even exists. We believe it does, it just means we need to rethink our homes, suburbs and communities. In this series of TEDx talks, the American Dream isn't lost; it's just being redefined.

By hosting TEDxWVU, we hope to create unity and promote innovation in the community through an open discussion and positive platform to express ideas. "I wanted a way to shine a spotlight on issues, projects, and people at WVU and in West Virginia that are relatable on a national level," explains TEDxWVU Chair and Licensee Shannon Cunningham.

Speakers will discuss culturally relevant topics—including overcoming your self-doubts, changing the dynamic in the field of science to be more sympathetic, having acceptance and tolerance in a changing world, and the relationship between climate change, violence, and food security. The speakers' line-up boasts local highbrow influencers.

Speakers



Emily Calandrelli is the Executive Producer and host of FOX's Xploration Outer Space, which is now in its fourth season. She is also a correspondent for Bill Nye on his new show Bill Nye Saves the World, now in its second season on Netflix. Emily is the writer and host of Lockheed Martin's Spotlight Space, a YouTube series that features the space projects they are involved in.

Emily published her first book in 2017 as the author of the Ada Lace Adventures, a chapter book series about a young West Virginia girl who solves problems with robots and technology. The second book in the series, Ada Lace: Sees Red, was included in the National Science Teachers Association's list of best STEM books for 2018.

Emily has given talks about the importance of science literacy, the benefits of space exploration, and the challenges for women in STEM careers for clients like Google, Pixar, MIT, West Virginia University, Texas Instruments as well as dozens of K-12 schools across the nation. Her first two TEDx talks, "I Don't Do Math" and "Space Exploration Is The Worst," have garnered nearly 500,00 views on YouTube.



Ginny Thrasher won the first Gold Medal at the 2016 Rio Olympic Games in the Women's 10 meter Air Rifle event. She achieved this at only 19 years of age, after picking up the sport as a freshman in high school. Ginny is currently a Junior at West Virginia University with a 3.90 GPA in Biomedical Engineering. She dedicates many hours to practicing with the reigning National Champion WVU Rifle Team. During her collegiate career, she has won the NCAA Team Title in both 2016 and 2017, as well as becoming the first freshman ever to sweep both Individual Titles in 2016.

Ginny credits her athletic achievements to the concept of growth mindset, and is eager to see it benefit others. She works with a Sports Performance Consultant, Dr. Raymond Prior, on increasing mental toughness and creating consistent performance. Ginny's mission is to transfer her unique experiences changing her mindset into better ways to teach growth mindset on a large scale. Ginny loves to travel and hopes to pursue higher education related to growth mindset, as well as the Olympics in 2020.



Flynn Pollard is an Assistant Professor of Political Science at Bethany College in Bethany, West Virginia where he teaches courses in international relations, conflict resolution, environmental policy, terrorism, and international development. He holds two advanced degrees, a Masters of Public Administration and a Masters of Arts in International Environmental Policy Studies, both earned at the Middlebury Institute of International Studies in Monterey, California.

He has worked as a data analyst and consultant on multiple social change projects in the United States and abroad. His work, both academically and professionally, has largely focused on the role of food in both sustainability and human security around the world. He is a co-founder and officer at an ag-tech social enterprise called Urbavore, based in Santa Cruz, California, where his team is designing low-cost hydroponic systems to improve sustainable food production and increase household access to healthy foods.

Flynn believes that the greatest challenges we face today must be considered holistically, and that the interconnections between them often hold the secrets to their solutions. Through developing our understanding of these complex issues, Flynn believes that we will increase our capacity to design better policies, technologies, and improved social networks that can build healthier, happier, safer, and more sustainable communities.



George Cicci took his late-in-life ADHD diagnosis as both an answer to his questions about his personal behavior and difficulties, and as an opportunity to hit the "restart" button on his life and make up for lost time. Since his diagnosis thirteen years ago, he has become obsessed with learning to hack “The Superpower” as he calls it and teaches others to do the same.

He is currently exercising this superpower as the Chief Marketing Officer at Impakt Media, where he works with brands like NBC Sports, Lucas Oil Pro Motocross and Major League Baseball affiliates. In addition to this, he is finishing his book “ADHD Life Hacker: the Four Rules for Success” and is launching an online course in productivity for people with ADHD.



In 2005, **Dr. Judith Feinberg** was the first physician in metropolitan Cincinnati to recognize that opioid injection drug use (heroin, prescription painkillers) had emerged as a health threat, based on increased admissions for a serious heart infection (“endocarditis”). She became involved in harm reduction efforts and, in 2014, she established Ohio's 1st syringe services program, the Cincinnati Exchange Project (CEP). Conceived as a broad public health initiative, CEP not only exchanges sterile syringes for used ones, but also provides many other services: clean injection materials (cottons, cookers, etc) to prevent hepatitis C; overdose prevention education and naloxone to reverse overdoses; condoms and safer sex and safer injection education; on-site rapid testing for HIV and hepatitis C; enrolling clients for Affordable Care Act (“Obamacare”) insurance; referral and linkage to drug treatment programs, medical and mental health care, and social services as desired.

West Virginia has the highest rates of hepatitis C and overdose deaths in the U.S. After a long career in HIV/AIDS, she came to WVU in 2017 to focus on ending these opioid-related epidemics at their epicenter. Currently Professor of Behavioral Medicine & Psychiatry and Professor of Medicine/Infectious Diseases, she is working hard to turn the tide on opioid-related epidemics.



Ann Chester, Ph.D. is the founder and director of Health Sciences and Technology Academy (HSTA) a campus/community partnership program initiated in 1994 which reaches out to 9th-12th grade under-represented students across West Virginia and supports them towards college and professional school. The program brings under-represented students and their teachers to multiple university campuses during summers for laboratory, classroom training and enrichment activities, and then provides the infrastructure and support for community-based science club projects mentored by teachers, scientists, health professions students and volunteer community leaders during the school year.

A distinctive piece of HSTA is its students' development of research projects that examine and address health issues faced by their communities. These projects form the core of the HSTA experience and drive the academic learning the program promotes. The projects turn HSTA students into community advocates who address health and social issues at home even as they prepare to move on to college and beyond. In addition, Chester leads the WV National Center of Excellence in Women's Health and the WV Health Careers Opportunity Program. For hobbies, she snowboards, golfs, bikes, runs half marathons and visits her 3 grandchildren with her husband.



John Ebert is a 1982 graduate of University of Notre Dame with a degree in accounting. He has also attended entrepreneurial classes at MIT. Following college, he began working for Arthur Young & Co in Dallas. His clients included Frito Lay, American Airlines, Haggar Slacks and the Dallas Cowboys. John now owns 41 McDonald's franchises with 2200 employees. He is the winner of the prestigious Golden Arch Award, and the Al Golin brand trust award which is presented to one operator in the McDonald's system.

One of John's overarching goals is to help others reach their potential. He achieves this goal by teaching a free math ACT prep class which has been attended by over 2,200 students. This class has helped many students improve their math ACT score and helped them get the Promise scholarship. It has given them hope that there is a better future for them.

John and his wife Cindy live in Bridgeport and have three children---Rachel, age 23, Jack, age 19, and Grace, age 16. John is co-chairman of the local 10k committee, has completed two marathons, and in the last three years has completed 6 triathlons.



Sara Berzingi is a Morgantown native and senior student in the Eberly College of Arts & Sciences at West Virginia University. She is double majoring in Biology and English with a concentration in Professional Writing and Editing. She spent the last four summers volunteering with aid organizations abroad, working to manage the Internally Displaced Persons crisis emerging from the siege of Mosul, volunteering in a labor and delivery ward in Erbil, Iraq, and teaching English to children in an Iraqi refugee camp.

Berzingi twice served as president of the Muslim Student Association, was a member of the Student Government Diversity Committee, and is currently a diversity ambassador and student worker in the WVU Division of Diversity, Equity, and Inclusion. Recently, she has been named as a state commissioner for the MLK Jr. Commission.

She collaborated with the Reed College of Media on *Muslim in Appalachia*, a 360° series featured on the multimedia news platform, 100 Days in Appalachia. As a Muslim American activist and an aspiring writer, Berzingi's work focuses on the politics of identity and belonging in an increasingly exclusive America.



Daniel Brewster asserts that he has always been a Mountaineer with a deep love for our state, and university. He is a 14-year member of the faculty in the Department of Sociology and Anthropology where he teaches several courses including Sexuality and Society, and Social Problems in Contemporary America.

Brewster also leads a study abroad to rural Latin America each spring with the Global Medical and Dental Brigades student organizations where they facilitate pro-bono medical and dental clinics in cooperation with Nicaraguan medical professionals.

Growing up in West Virginia wasn't always easy, especially for someone living in "the closet" but Brewster never gave up hope and in 2011 after being threatened by a student on campus, he courageously came out publicly in the Daily Athenaeum. His courage inspired the campus to have serious conversations about bullying and homophobia and no doubt gave hope to countless Mountaineers.

Brewster, as he is commonly known, has been named an Eberly College Outstanding Teacher, and has twice been named the NAACP Professor of the Year. Professor Brewster is the current recipient of the Neil S. Bucklew Award for Social Justice for his leadership, courage, and support to Social Justice, Diversity, Equity and Inclusion.

Hosts



Eric Minor, an award-winning television anchor and multimedia journalist, joined the staff of the WVU Reed College of Media in June 2013 as its first Director of Student Careers and Opportunities.

As a 23-year veteran of broadcasting and television news, he oversees the College's internship and practicum programs, which seek to complement a student's classroom experience with critical real-world experiential learning at some of the world's leading media companies. Minor also assists with the College's mentorship program and provides career preparation assistance to students and graduates looking for their first job. He also teaches the College's Beginning Video Reporting course.

His reporting career has taken him from the White House pressroom to the sidelines of the Super Bowl. He regularly grilled state, local and federal lawmakers and newsmakers on the public affairs program "One on One with Eric Minor" and was the principal anchor and Managing Editor of WTOV-TV's newscasts.

Minor worked as an anchor/reporter/producer for WBOY-TV in Clarksburg, W.Va., after graduating from the P.I. Reed School of Journalism and then embarked on a 17-year-long career with Cox Media Group and WTOV-TV in Steubenville, Ohio/Wheeling, W.Va. During his tenure at WTOV, he also did freelance work for WPXI-TV in Pittsburgh, Pa. He currently works as a freelance host for Comcast Newsmakers and West Virginia Illustrated.



April Kaul is the Director of News for University Relations, overseeing the day-to-day operations of the unit, which is charged with telling West Virginia University's story.

Kaul joined WVU in January 2015 after a 20+ year career as a broadcast journalist in West Virginia. She joined WBOY-TV in Clarksburg in 1995, and rose through the ranks from reporter and producer to vice president of news operations for West Virginia Media LLC, a statewide media company which purchased WBOY in 2001. She also served as executive producer for WV Media and anchored the company's nightly 30-minute statewide newscast.

Kaul is a 1995 graduate of WVU in broadcast news, and received her master's degree in Integrated Marketing Communication from WVU in 2016. She also serves as an adjunct faculty member at the Reed College of Media.

Tickets

Tickets can be purchased through the WVU Arts and Entertainment Office Monday-Friday, 10 a.m. to 5 p.m. via phone at 304-293-SHOW (7469). For an online option, tickets can be purchased through Ticketmaster: <https://www1.ticketmaster.com/tedxwvu->

speaking-series-morgantown-west-virginia-03-02-2018/event/1600535FB5582561?artistid=2432296&tm_link=tm_homeA_header_search.

Tickets are limited to 100 people and are currently on sale for \$16, which will include a box lunch.

TEDxWVU will also be streamed live on our Facebook page for those unable to attend. For more information, please visit our website at <http://tedxwvu.com/> and be sure to follow TEDxWVU on Twitter [@TEDxWVU](https://twitter.com/TEDxWVU), Instagram [@tedxwvu](https://www.instagram.com/tedxwvu), and Facebook at [@TEDxWVU](https://www.facebook.com/TEDxWVU) for all the latest updates about the event.

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (*Subject to certain rules and regulations.*)

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman. The annual TED Conference takes place each spring in Vancouver, British Columbia. TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TED-Ed. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organized TED-style events around the world, and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

###

For your convenience, here is a list of the major West Virginia media contacts we reached out to publish our press releases.

WV Media Contacts

- [Dominion Post](#) – Pam Queen, Managing Editor or Kathy Plum, Regional News Editor or Amanda DeProspero, Lifestyles Reporter

- Email:** pqueen@dominionpost.com or kingwood@dominionpost.com or lifestyles@dominionpost.com
- Phone:** Pam (304) 291-9433, Ext. 433 or Kathy (304) 329-1548, Ext. 802 or Amanda (304) 291-9426, Ext. 426
- Newsroom Fax:** (304) 291-2326
- Daily Athenaeum – Erin Drummond, Managing Editor or Ali Barrett, News Editor or Phillip Johnson, Features Editor
Email: DAnewsroom@mail.wvu.edu
Newsroom Phone: (304) 293-5092
Fax: No fax listed
 - WV Metro News – Joe Parsons, Advertising or Alex Wiederspiel, News Director of WAJR-AM in Morgantown
Email: jparsons@wvradio.com or have to send an email on website for reporters or news director
Phone: Advertising (304) 346-7055
Fax: No fax listed
 - The State Journal – No names on website
Email: support@ncwvmedia.com or ceverson@ncwvmedia.com
Phone: 1-800-982-6034 or NCWV Media (304) 626-1461
Fax: No fax listed
 - The Exponent Telegram – John Miller, Executive News Editor
Email: news@theet.com
Phone: (304) 626-1473
News Fax: (304) 624-4188
 - Charleston Gazette-Mail – Greg Moore, Managing Editor or Maria Young, Features Editor or Douglas Imbrogno, Assistant Lifestyles Editor
Email: gmoore@wvgazetteemail.com or maria.young@wvgazetteemail.com or douglas@wvgazetteemail.com
Phone: News Desk (304) 348-5100 or Greg (304) 348-1211 or Maria (304) 348-5115 or Douglas (304) 348-3017
Fax: No fax listed
 - The Herald-Dispatch – Les Smith, Managing Editor or Rhanda Damron, Features Editor
Email: news@herald-dispatch.com or lessmith@herald-dispatch.com or rmfarmer@herald-dispatch.com
Phone: Newsroom (304) 526-2798 or Les (304) 526-2779 or Rhanda (304) 526-2788
Newsroom Fax: (304) 526-2857
 - Times-West Virginian – Tiffany Towner, Editor or Pete Price, Press Foreman
Email: timeswv@timeswv.com or ttowner@timeswv.com or pressroom@timeswv.com
Phone: Tiffany (304) 367-2523 or Pete (304) 367-2500
Fax: (304) 367-2569
 - WTAP – Phillip Hickman, News Director or Dirk Kreiss, Promotions Director
Email: phillip.hickman@thenewscenter.tv or programming@thenewscenter.tv

- Phone:** (304) 485-4588; News Director Ext. 122; Promotions Director Ext. 120
Fax: No fax listed
- WOWK – Dennis Lortz, News Director
Email: dlortz@wowktv.com
Phone: (304) 720-6540
Fax: (304) 343-6138
 - WDTV – Nate Smail, News Director or Alison Kaiser, Morgantown Bureau Reporter
Email: nsmail@wdtv.com or akaiser@wdtv.com
Phone: (304) 848-5000
Fax: (304) 842-4604
 - WBOY – Aaron Williams, News Director or Kathryn Ghion, Monongalia County Reporter
Email: kghion@wboy.com
Newsroom Phone: (304) 326-6758
Newsroom Fax: (304) 623-9269
Press Releases Fax: (304) 623-9269
 - WSAZ – Dan Fabrizio, News Director
Email: dan.fabrizio@wsaz.com
Newsroom Phone: Huntington (304) 690-3069 or Charleston (304) 340-4646
Newsroom Fax: (304) 690-3065 or Charleston (304) 340-4649
 - WCHS – Chris Swope, News Director
Email: news@wchstv.com
Phone: News Director (304) 345-4115
Fax: (304) 346-4765
 - WOVA – Phillip Hickman, News Director or Dirk Kreiss, Promotions Director
Email: phillip.hickman@thenewscenter.tv or programming@thenewscenter.tv
Phone: (304) 485-4588; News Director Ext. 122; Promotions Director Ext. 120
Fax: No fax listed
 - WTOV – Don Sloan, News Director
Email: newsdesk@wtov.com
Phone: News Director (740) 284-5130
Fax: (740) 282-0439
 - WTRF – Brenda Danehart, News Director
Email: No email provided
Phone: News Director (304) 230-6283
Newsroom Phone: (304) 232- 7777
Fax: (304) 233-5822

Website Guidelines

One of the first things we did for the first event was set up a website. This is the link to our website <http://tedxwvu.com>. We started out with the “Home”, “Our Story”, “Team”, and “FAQ” tabs. These were the basic requirements to have our website up and running.

In addition, it is required to have the “About TEDx” and “About TEDxWVU” paragraphs (on page 5 of this booklet) on the “Home” and “Our Story” pages. You also have to publish the “About TED” paragraph (on page 4 of this booklet) on the “Our Story” page. As per TEDx rules, you also are required to post information about your speakers, a description of the venue, and information pertaining to the date of the event. There is also a list of material that is unacceptable to be posted on our website. More details on these restrictions can be found here: <https://www.ted.com/participate/organize-a-local-tedx-event/before-you-start/tedx-rules#h2--website>.

We created the “Speakers” and “Join the Team” pages to filter applications we received for speakers and volunteers. These tabs served just as a home for the speaker and volunteer applications (listed on pages and of this booklet). The Website Committee Leader was in charge of handling the technical settings behind the website. He also set it up so that when a speaker, entertainer, or volunteer applied online, the Executive Board members would receive an email with the applicant’s information.

The “Sponsors”, “Press”, and “Event Photos” pages were formed later to promote our sponsors and photos for the event as well as any press we received. The “Sponsors” page contains the logos from all of our sponsors as well as a statement of gratitude. This page is the only place on our website where we are allowed to promote our sponsors. The “Press” page contains links to all of the media coverage we received before and after the event. Lastly, the “Event Photos” tab links directly to our Flickr account with all of our event photos.

Also listed as requirements under the TED rules, we need to have a visible link to the TEDx program on our homepage, which we have connected in the first paragraph under our “About Us” section. This section also includes the required information “About TEDx.” Additionally, we need to state in the footer (at the very bottom) of the website, that “This independent TEDx event is operated under license from TED.”

The last restriction from the TEDx rules states that the only images we can use on our website are ones from our event, including our graphics and logos. We cannot use the TED or TEDx logo at any time on our website.

Program Guidelines

There are no set restrictions or guidelines for TEDx event programs. They can range in length and design. I recommend keeping the programs for your event between 8 and 12 pages. For our first event, we had a 10-page booklet as our program. The cover was printed in color and the insert pages were in black and white. All pages, including the cover, were printed on a paper that had a glossy finish.

The following information is what was included in our programs:

- Page 1: Cover page with logo, graphic with theme, and date
- Page 2: About TED and TEDx Info
- Page 3: Rules for the event
- Page 4: Schedule of day (broken down into the four sessions)
- Pages 5-7: Speaker bios and headshots
- Page 8: Host bios and headshots
- Page 9: Special thanks and volunteer information (broken down into committees) with team picture
- Page 10: Sponsors information including all of their logos

I recommend going with a local printing company. Our Event Planning Committee received quotes from a variety of local options; however, the best deal was with PDQ Print Shop in Clarksburg, WV. When I spoke to them about getting a quote, I laid out the facts about our organization and told them upfront what our budget was like. I told them I had about \$350 allocated towards printing costs. The gentleman I spoke to said he could work within this cost restriction and sent me a quote for less than this amount. It was for 170 copies.

Production Guidelines

TEDx have very specific production guidelines for their events. It is very important to read over these in the beginning in case you need to plan on ordering any special equipment. TEDx cannot force you to adhere to these specifications as equipment can be expensive, but they highly recommend using these guidelines for your event set-up. The following guidelines are based on TEDx's rules.

One **required** element for the stage design of your event is the letters. You **MUST** have the TEDxWVU logo present on the stage. Do not ever use the TEDx logo by itself; you must have TEDxWVU. For the first event, we ordered Styrofoam TEDxWVU letters, which were sponsored by the WVU LaunchLab. The approximate cost for these was around \$1, 200.

In addition to the letters, you can add other decorations to your stage design in order to make your event more unique to WVU and West Virginia. However, you don't want to overload the stage with these elements as it can distract and take away from the speaker's talk. I recommend decorating the surrounding venue instead.

Speakers' slides and any videos should be in a 16:9 aspect ratio and contain a dull white or muted background color. Make sure all projection screens do not interfere with the speakers' walking/stage area.

For lighting requirements, you should focus more on the lighting for the video recording and not on the lighting for the venue itself. Overall, the video quality is more important than the venue. This includes a key light on the speakers, softer lights (located lower than the key light) for either side of the spotlight, and a backlight. This allows for a multi-dimensional look so the images don't appear as flat in the video.

Do not just use a single spotlight on the speakers. You should also have a muted light to highlight the letters on the stage and the audience. Do not direct any additional light onto the projection screen or into the angles of the cameras.

Audio is the most important part of production. You can cut corners if needed in lighting and cameras, but I strongly recommend you follow the requirements for audio. For the first event, we invested in a headset microphone for the speakers. The stage manager should oversee switching the mic from one speaker to the next. This would occur during the hosts' introduction of the next speaker.

Each of the two hosts had a lavalier microphone that stayed on them during the event. One of the volunteers in the audio booth would be in charge of killing the volume of the hosts during breaks and speakers' talks. These volunteers were also in charge of killing the audio in the booth for the speaker mic during the switch offs. This is very important so the audience doesn't hear any audio from behind the scenes.

Additionally, you should use a microphone that is relevant for any entertainers you have at the event. For our first event, we had a flutist group perform during lunch. For this, we had a handheld mic on a mic stand placed in front of the group. You should also have a microphone to capture audience reactions for the produced videos. You can find more specifics on video/audio production, camera angle suggestions, and editing guidelines here: <https://www.ted.com/participate/organize-a-local-tedx-event/tedx-organizer-guide/video-photography/video>.

If possible, you should do a trial run before the rehearsal and actual event to check all equipment. You only get one chance to do this right, so check and double-check everything ahead of time.

Sponsorship Packet Information

The sponsorship packets are what each sponsorship committee member will present to the businesses they approach for a sponsorship opportunity. I recommend keeping it to a two-page maximum and incorporating relevant graphics. This ensures that the wording does not take over the entire packet, and does not drone on with information that you don't need to include.

The top of the packet should have a header with the TEDxWVU logo and say either "Terms of Agreement" or "Contract Terms." As far as the number of sponsorship packages, we offered 3 package levels with a variety of benefits that differed for each.

The following elements should be included in the packet:

- The first page should have all of the information pertaining to your event
- Start out with the theme and description for your event under the header
- Brief paragraph about TEDxWVU
- Condensed information about TED and TEDx
- A couple of sentences explaining stats about the event (i.e. number of attendees, who can attend, number of speakers, info about live streaming to hundreds of people worldwide)
- Second page should contain all the information about sponsoring the event
- At the top of the second page, include the title, "Sponsorship Packages"
- Under this title, list all of the packages, starting with the top level first
- Write who they should make the checks payable to in bold and underlined text that stand out
- Section asking for in-kind donations from businesses
- Copy of budget
- Social media and website information
- Contact information for Lead Curator and Sponsorship Committee Leader

In-kind donations can include catering, beverages, printing, gift bag items, or t-shirts. The catering and beverages request could be for lunch or dinner for the rehearsal or lunch for the day of the event. Printing could be for the programs or any flyers you use to promote the event. Businesses could also donate items for the gift bags. This could include bags themselves, pens, notepads, stickers/magnets, pins/buttons, lanyards, water bottles, or any other items. As far as t-shirts, this would be if a company wanted to donate the t-shirts for the volunteers, and then you pay for printing costs or vice versa.

The 3 package levels we had for our event were the Mountaineer, Gold, and Blue packages. The highest-level package, Mountaineer, was for those who sponsored \$1,000 or more. Free admission for 2 people to the event, logo on the volunteer's t-shirts, and explicit mention by the hosts during the opening remarks of the event were some of the benefits included in this package level. In addition, their logos were highlighted on the "Sponsors" page on our website and in our programs. We also offered them the

opportunity to place items in the gift bags for attendees. These items could have been pens, restaurant coupons, or any other things with their logo on it. We preferred that they didn't just put in their business cards.

The next highest-level package, Gold, was for those who sponsored in the range of \$500-\$999. The benefits for this package included explicit mention by the hosts during the opening remarks of the event and the placement of their logo on the volunteer's t-shirts. In addition, their logos were highlighted on the "Sponsors" page on our website and in our programs. We also offered them the opportunity to place items in the gift bags for attendees. These items could have been pens, restaurant coupons, or any other things with their logo on it. We preferred that they didn't just put in their business cards.

The lowest level package, Blue, was for those who sponsored in the range of \$250-\$499. Benefits for this package included explicit mention by the hosts, placement of their logo on the volunteer's t-shirts, and inclusion of their logo on the "Sponsors" page on our website and in our programs.

Sponsorship Guidelines

As far as guidelines for the Sponsorship Committee, I recommend starting as soon as possible. Once you have the volunteers for this committee finalized, then start working on producing the sponsorship packets. Create a Google Spreadsheet for the committee with the names of the businesses they will be approaching for possible sponsorship. Share the spreadsheet with all of the members, and have each of them sign up for at least 10 businesses. Using a Google Spreadsheet instead of an Excel sheet allows everyone to changes as they are made rather than downloading the file, making changes, and then exporting it to others.

As the lead curator, you should set up a separate meeting with the Sponsorship Committee to discuss how they should approach potential sponsors in a professional manner. At this meeting, you should also address any questions or concerns they may have about the packets or talking to their business contacts. This is the meeting where you should hand out copies of the packets so they can present them to whoever they are in charge of reaching out to. Ideally, all of this would happen in May, but realistically, it probably won't happen until September.

Just keep in mind that most businesses have a set budget for the year and by the time you approach them in September/October, they may not have anything left in their budget. We ran into this issue while planning the first event. We did end up receiving enough sponsorships to cover the event, however, we did not get them until January or February. This caused a lot of stress, but it ended up working out.

In addition, I highly suggest signing up for 10 businesses for you to reach out to as the Lead Curator. By signing up for businesses yourself, you can ensure that you will contact them in a timely manner. I strongly recommend that you choose businesses that will have a tendency to say yes. Also, know that this committee is one that will need constant communication from the Lead Curator and updates from every member in the Slack channel. With that in mind, know that if the committee members don't seem like they are motivated enough to reach out to businesses then the job falls on you. For the first event, I myself had to acquire at least 85% of our sponsorships.

When a business agrees to be a sponsor, I recommend having the point of contact for the business to sign or initial the packet near the package level (Mountaineer, Gold or Blue) they are sponsoring. This acts as a sort of contract between the business and TEDxWVU. It ensures that we have documentation proving that they want to be a sponsor and verifies the amount they will be donating.

If possible, when a committee member gets the sponsor to sign the packet also get a check from them in a sealed envelope. The members can then present the check and signed packet to the lead curator. Keep the packet for your records and deposit the check into the bank account. You will also need a PDF version of the business' logo, preferably sent from their email so you have a way to contact them if you need any other details.

Sponsors Information Sheet

In order to keep the information for our sponsors organized, I created an Excel sheet. The following is an example of the one I created. You should create one of these information sheets for your sponsors.

Sponsors	Amount	Contact Name	Contact Email	Have logo?	Deposited check?	Sent receipt?
1. All Smiles Dental	\$250.00	Roger Suter	drrogersuter@gmail.com	Yes	Yes	Yes
2. WVU Grad Ed and Life	\$500.00	Dr. Constinia Charbonette		Yes	Funding String	
3. WVU Reed College of Media	Notebooks and Pens	Gina Dahlia		Yes		
4. WVU Online	Speaker Calandreilli's Travel Expenses	Stephanie Smith	snsmith2@mail.wvu.edu	Yes		

5. MVB Bank	\$1,000.00	Marcie Lipscomb	mlipscomb@mvbbanking.com	Yes	Yes	
6. WVU SGA	\$1,520.00	Susan Fusco	Susan.Fusco@mail.wvu.edu	Yes	Funding String	
7. WVU College of Business	\$1,000.00	Fede		Yes	Funding String	
8. MOUNT Entertainment	\$100.00	Fede		Yes	Yes	Yes
9. WVU Media Inno Center	Venue	Hannah Booth		Yes		
10. Sandwich U	Rehearsal Lunch	Fede – George, Owner		Yes		
11. Lotsa Mozza	Rehearsal Lunch	Kassy		No		
12. Sigma Phi Delta	\$300.00	Anna		Yes	Yes	
Total Received:	\$4,670.00					

Sponsor Receipts Example

For any business that wanted one, we drew up receipts with information pertaining to the sponsorship we received from them. These were emailed to the point of contact from each business.

TED^xWVU

**x = independently
organized TED event**

February 6, 2018

Donor: All Smiles Dental

Recipient: TEDxWVU

Received: 10/2017

Business Point of Contact: Roger Suter
TEDx Point of Contact: Shannon Cunningham

Amount: \$250.00
Check No:

Thanks for your generosity! If you have questions or concerns, please don't hesitate to contact either team member listed below.

Shannon Cunningham
TEDxWVU Chair and Licensee
slcunningham@mix.wvu.edu
(304)-476-3294

Federico Perez-Munoz
Sponsorship Coordinator
fperezmunoz@mix.wvu.edu
(304)-276-2322

Budget Information

This is an example of the budget we had for our first event. We did have to add a few last minute necessities that were not factored into the initial budget, but I have listed more information about these items below the chart.

Item	Place Purchased	Number	Cost	Notes
Boxed lunches	Culinary Creations	200	\$1,887.50	Up to \$1,520 Sponsored
Water bottles	Sam's	420	\$34.86	
Rehearsal dinner	Oliverio's	160	\$500.00	Asked for reduced price
T-shirts and bags	Fastees	115	\$782.00	
TED letters	Woodland Manufacturing	1 set	\$1,200	Sponsored

Name tags	Amazon	200	\$8.42	
Event programs	PDQ Printing	170	\$314.74	
Signs	Signs.com	3 signs	\$106.79	
Snacks and drinks (soda)	Sam's	180 snacks	\$63.46	
Thank you cards	Vistaprint	50	\$44.00	
"Because I Said I Would" cards	becauseisaidiwould.com	150	\$24.78	
Snapchat filter	Snapchat	1	\$39.18	Purchased for one day
Plates and napkins	Sam's		\$25.66	For rehearsal dinner
Total:			\$5,031.39	

There are a few things that were not included in this budget because they were absorbed or sponsored by the Reed College of Media. I recommend adding parking costs for your speakers and hosts, as well as venue and technology production costs. In addition, there were some last minute items that we picked up on the rehearsal day. These included: bobby pins, cough drops, hairspray, toothpicks, mints, sticky notes, and pens. All of these were kept in the "green room" for the speakers' use. We also had to purchase medical tape and alcoholic swabs in order to hold the mics in place on the speakers' faces. All of this cost around \$40.

Also, we purchased some items to put together swag bags for each of the speakers and hosts. These included: metal baskets, shrink-wrap, bows, tissue paper, and confetti filling. Last minute, we decided to host a GIF machine as an audience interaction activity. The costs of these items are not reflected in the above budget either. All of this cost around \$150.

Additionally, we realized we would need to purchase plates and napkins for the rehearsal dinner, so we went to Sam's and purchased them for about \$30.

Donation Letter

Part of the responsibilities for the Sponsorship Committee and Event Planning Committee were to reach out to businesses in the community for any donations for our gift bags, such as pens, notepads, restaurant coupons, reusable bags, stickers, etc. I wrote this letter for each volunteer to present to the business they approached so they knew the student represented a student organization at WVU.

The logo for TEDxWVU, featuring the word "TED" in red, "x" in black, and "WVU" in black.

x = independently organized TED event

December 7, 2017

[Business or Store Manager]
Street Address
Morgantown, WV 26505

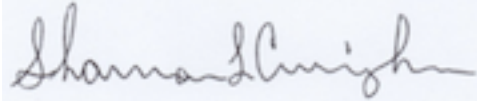
Dear [Business or Manager],

In the spirit of ideas worth spreading, TED has created a program called TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDxWVU, where x = independently organized TED event. At our TEDxWVU event, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the [TEDx Program](#), but individual TEDx events, including ours, are self-organized.

We are a nonprofit student-run organization at West Virginia University. TEDxWVU 2018 will be the inaugural TEDx event at WVU. Our theme for this year's event is "Leading with Hope in a Changing World." This TEDx speaking series will host 8 speakers in front of a live audience of about 150 people from across West Virginia. The talks will be recorded and showcased on the TED website. The event will be held on Friday March 2, 2018 from 9am to 4pm, with an all-day rehearsal on Thursday March 1.

Being a student organization, we greatly appreciate any form of help you can provide. Thank you for your support.

Sincerely,



Shannon Cunningham
TEDxWVU Chair

tedxwvu.com

@tedxwvu

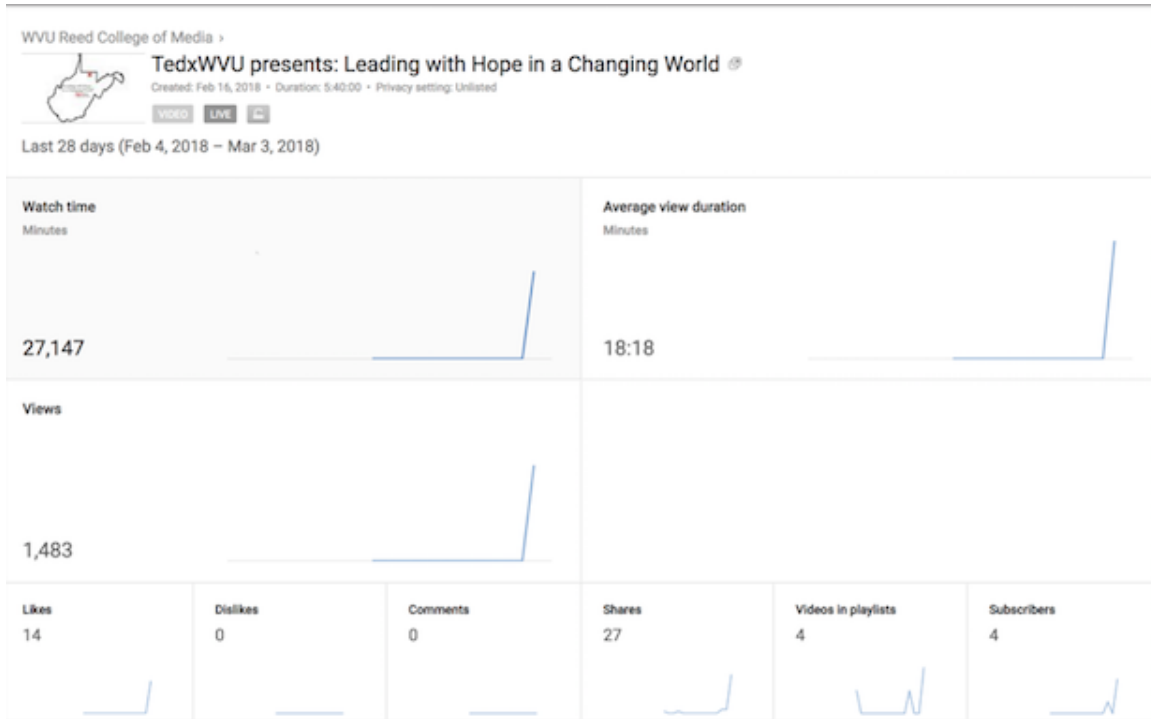
1511 University Avenue Morgantown, WV 26506 US

304-476-3294

Live Stream Information

We decided to live stream our first event in order to increase our number of “viewers.” For this, we set up a link on the Reed College of Media’s YouTube channel about a month before the event. We uploaded our logo and a countdown as a placeholder until the live event. At 9:30 am on the day of the event, the link went live. At first, we had a few technical issues trying to get it to connect, but after a few minutes of buffering, it connected.

Based on the statistics we received, we had approximately 1,483 views on the live stream link. The majority of these were from the United States, with most coming from West Virginia. However, we did have an audience presence in other states and in other countries.



The following show the top 5 countries and states that had the most views of the event.

United States	26,152 (96%)	1,401 (95%)	18:39	5.5%
Canada	383 (1.4%)	23 (1.6%)	16:39	4.9%
Sweden	348 (1.3%)	9 (0.6%)	38:42	11%
Iraq	110 (0.4%)	23 (1.6%)	4:45	1.4%
Bahrain	54 (0.2%)	3 (0.2%)	17:59	5.3%
Australia	25 (0.1%)	2 (0.1%)	12:20	3.6%
India	20 (0.1%)	1 (0.1%)	20:17	6.0%
Jordan	19 (0.1%)	1 (0.1%)	18:54	5.6%
Mauritania	12 (0.0%)	2 (0.1%)	5:53	1.7%
Saudi Arabia	9 (0.0%)	4 (0.3%)	2:22	0.7%

West Virginia	20,327 (78%)	964 (69%)	21:05	6.2%
Pennsylvania	1,701 (6.5%)	112 (8.0%)	15:11	4.5%
New York	823 (3.1%)	62 (4.4%)	13:16	3.9%
California	803 (3.1%)	50 (3.6%)	16:03	4.7%
Maryland	573 (2.2%)	33 (2.4%)	17:21	5.1%
Virginia	469 (1.8%)	42 (3.0%)	11:09	3.3%

Catering Recommendations

As far as catering for our event, we chose WVU's Culinary Creations because we wanted to stick with an easy in-house option. We used them to cater the boxed lunches for the day of our event. I had a great experience with them so I would recommend using them

again if you need a lunch option. It was very easy to place an order with them. I sent them an email with the date, time, location, billing information, and menu choices. They emailed me the next day to confirm everything.

The Culinary Creations staff arrived about 45 minutes early to set everything up. They were very efficient and even included sauces/dressings on the side for every sandwich as I requested. You can find more information on their catering services and their menu options here: <https://diningservices.wvu.edu/catering>.

Our rehearsal dinner was for our volunteers, hosts, and speakers, which is why we wanted to have something a bit nicer for them. We discussed our needs and budget with Oliverio's restaurant in Morgantown, WV and were able to get them to cater dinner for \$500. This included delivery fees and utensils.

If you do not go with WVU catering, then at least make sure that the caterer you choose will deliver to your location. The last thing you want to do is send your volunteers out to retrieve food. Also, ask if they bring chaffing dishes (if applicable), serving utensils (if applicable), plates (if applicable), silverware, and napkins. As a reminder, call your caterers about two weeks before the event to confirm your order and delivery details.

Host Script Information

This is a copy of the hosts' scripts we put together for the first event. As I stated previously, we had two hosts so I made a copy of the script for each of them. I started writing this about a month before the event, but didn't put the final touches on it until the week of the event.

Welcome and Introductions

- **ERIC:** Good morning everyone and welcome to the first ever TEDxWVU! I'm Eric Minor...
- **APRIL:** and I'm April Kaull. Both the student chair of this event, Shannon Cunningham, and the faculty chair, Gina Dahlia, brainstormed last summer on a theme and description for this inaugural event. They both knew they wanted to highlight the best and brightest of WVU and our community, but also keep the theme relatable on a national level. So, the theme for today's TEDx event is 'Leading with Hope in a Changing World.'
- **ERIC:** And the description for this inaugural event is the following: "The American dream has always been global. This idea of the American dream has enticed millions of people from all over the world to travel to America in search of prosperity and opportunity. But in this ever-changing landscape, many are questioning if the American dream even exists. We believe it does, it just means

we need to rethink our homes, suburbs and communities. In this series of Tedx talks, the American dream isn't lost, it's just being redefined.”

- **APRIL:** Before we begin, we want to reiterate a few important notes about today’s event. This event is being recorded for the official TED website, with the potential to reach an audience in the millions, as well as live-streamed on our TEDxWVU social media and on the TEDxWVU website.
- **ERIC:** This is why it is imperative that you try to remain seated until dismissed for breaks. The breaks are all listed in your program on page 3.
- **APRIL:** Also, at this time, please make sure to turn off or mute all cell phones so as not to interrupt the program or the recording. If you have to leave the forum area at any time, please make sure to have your name tag and ticket with you, as these will need to be shown upon re-entry. These rules can also be found on the second page in your programs.
- **ERIC:** We also want to encourage you to post about the event on social media during the breaks. Don’t forget to tag TEDxWVU, TEDx, TED, WVU, and/or the WVU Media Innovation Center in your posts. Just remember, no flash photography.
- **APRIL:** We would also like to express our sincere gratitude to our sponsors. The Reed College of Media, WVU Media Innovation Center, WVU LaunchLab, the WVU College of Business and Economics, MVB Bank, WVU Online, WVU Student Government Association, Sandwich U, Lotsa Stone Fired Pizza, The WVU Office of Graduate Education and Life, WVU’s Sigma Phi Delta Engineering Fraternity, All Smiles Dental, and Mount Entertainment. Without their donations none of this would have been possible.
- **ERIC:** So sit back, relax and prepare to be inspired and enlightened. Our first speaker is **Emily Calandrelli**. Emily is the Executive Producer and star of Xploration Outer Space on Fox and was recently a correspondent on Bill Nye Saves the World on Netflix.
- **APRIL:** She’s also the writer and host of Lockheed Martin’s Spotlight Space, a YouTube series that features the space projects they are involved in. Emily published her first book in 2017 as the author of the Ada Lace Adventures, a chapter book series about a young West Virginia girl who solves problems with robots and technology.
- **ERIC:** She’s given talks about the importance of science literacy, the benefits of space exploration, and the challenges for women in STEM careers for clients like Google, Pixar, MIT, West Virginia University, Texas Instruments as well as dozens of K-12 schools across the nation.

- **APRIL:** Her first two TEDx talks, “I Don’t Do Math” and “Space Exploration Is The Worst,” have garnered nearly 500,000 views on YouTube. Please welcome WVU Alumni and proud “Space Gal”, Emily Calandrelli. - *Talk will last 18 minutes.*
- **ERIC:** Thanks Emily. Part of the TEDx experience is incorporating a few TED Talks into the program. This next TED talk features Marlon Peterson. For a crime he committed in his early twenties, the courts sentenced Marlon Peterson to 10 years in prison -- and, as he says, a lifetime of irrelevance.
- **APRIL:** While behind bars, Peterson found redemption through a penpal mentorship program with students from Brooklyn. In this brave talk, he reminds us why we should invest in the humanity of those people society would like to disregard and discard. The title of his talk is, “Am I not human? A call for criminal justice reform.” - *Talk will last 8 minutes.*
- **ERIC:** Our next speaker is **John Ebert** is a 1982 graduate of University of Notre Dame with a degree in accounting. Following college, he began working for Arthur Young & Co in Dallas. His clients included Frito Lay, American Airlines, Haggar Slacks and the Dallas Cowboys.
- **APRIL:** A self-made millionaire, John now owns 41 McDonald’s franchises with 2200 employees. He is the winner of the prestigious Golden Arch Award, and the Al Golin brand trust award, which is presented to one operator in the McDonald’s system. One of John’s overarching goals is to help others reach their potential.
- **ERIC:** He achieves this goal by teaching a free math ACT prep class which has been attended by over 2,200 students. This class has helped many students improve their math ACT score and helped them get the Promise scholarship. It has given them hope that there is a better future for them. Please welcome John Ebert. - *Talk will last 14 minutes.*
- **APRIL:** Thanks John. We hope you have enjoyed our first session of speakers.
- **ERIC: (Morning Break)** - We will now take a 15 minute break. Please be back in your seats by 11:00 am so we can start the next session promptly.
- **APRIL:** Welcome back everyone to session two of our TEDxWVU inaugural event. Our next speaker is **George Cicci**. George took his late-in-life ADHD diagnosis as both an answer to his questions about his personal behavior and difficulties, and as an opportunity to hit the "restart" button on his life and make up for lost time. Since his diagnosis thirteen years ago, he has become obsessed with learning to hack “The Superpower” as he calls it and teaches others to do the same.

- **ERIC:** George is currently exercising this superpower as the Chief Marketing Officer at Impakt Media, where he works with brands like NBC Sports, Lucas Oil Pro Motocross and Major League Baseball affiliates. In addition to this, he's finishing his book "ADHD Life Hacker: the Four Rules for Success" and is launching an online course in productivity for people with ADHD. Please welcome to the TEDxWVU stage, George Cicci. - *Talk will last 12 minutes.*
- **APRIL:** Thanks George. Our next TED talk is entitled, "*Because I Said I Would.*" This 'idea' was founded by Alex Sheen after the loss of his father. Alex's father was defined by his lifelong legacy of keeping his promises.
- **ERIC:** After giving his father's eulogy, Alex wanted to start an organization that centered around bettering humanity through promise cards. - *Talk will last 17 minutes.*
- **APRIL:** We hope this TED Talk was inspirational for all of you and has now motivated you to make a promise of your own. Our volunteers will now walk around to pass out these cards for you to commit a promise to carry with you as you leave today's event. Please remain seated as the volunteers come around. *Allow for 8 minutes to pass around and people to fill them out.*
- **ERIC:** As mentioned in Alex Sheen's talk, the essence of promise cards is to push individuals to uphold their commitments by writing them down on these cards, that can be carried with you wherever you go. After starting small—only handing out 10 cards, free of charge—Alex started a revolution. As of January 2018 8.4 million cards have been handed out in more than 150 different countries.
- **APRIL:** The TEDxWVU Executive Board wanted volunteers to feel especially inspired to kick-off the planning process. At the first monthly meeting, back in September, every volunteer completed his or her own promise card. Feel free to check out the volunteers' promises as we break for lunch or during the afternoon break. They are located on the blackboard across from the registration desk.
- **ERIC:** Being that we are in the Media Innovation Center, we have a GIF Booth set up in the back left Huddle room. I hope you will participate in this part of our TEDx experience and take a few minutes during lunch to make your mark in the GIF Booth. These GIFs will later be shared on our website.
- **APRIL: (Lunch)** - We will now take an hour break for lunch. Please feel free to roam around the center to enjoy the boxed lunches provided. Lunch is set up in the front area of our center. For your enjoyment, we will have the Elev-8! Contemporary Flute Ensemble set up on the stage at 10 after 12.

- **ERIC:** As a request, we ask that you make sure to clean up your area before returning to your seats at 12:55. We will start the next session promptly at 1:00. Unfortunately, if you are not seated by then, you will have to stay out in the registration area until the next break.
- **APRIL: (Entertainment Act Intro)** - The Elev-8! Contemporary Flute Ensemble is a groundbreaking contemporary flute ensemble that incorporates choreography, acting, and extended playing techniques into performances of works for five to ten flutes. The ensemble performs by memory and is under the direction of integrative performing artist and flutist, Nina Assimakopoulos. Today's group consists of students Samantha Donnell, David Stedge, Tyler Schmidt, Jacob LaBarge, Lydia Moennsen, and Arianna Bendi. Take it away guys. - *Performance will last 30 minutes*
- **ERIC:** Welcome back everyone to session three of our TEDxWVU event. Our first speaker of the session is WVU Professor **Daniel Brewster**. Brewster is a faculty member in the Department of Sociology and Anthropology, where he teaches several courses including Sexuality and Society, and Social Problems in Contemporary America. He also leads a study abroad to rural Latin America each spring with the Global Medical and Dental Brigades student organizations where they facilitate pro-bono medical and dental clinics in cooperation with Nicaraguan medical professionals.
- **APRIL:** After being threatened by a student on campus in 2011, he courageously came out publicly in the Daily Athenaeum. His courage inspired the campus to have serious conversations about bullying and homophobia and no doubt gave hope to countless Mountaineers. He has been named an Eberly College Outstanding Teacher, and has twice been named the NAACP Professor of the Year. Please welcome Daniel Brewster.” - *Talk will last 16 minutes.*
- **ERIC:** Thank you for that moving talk, Daniel. **Dr. Ann Chester** is the founder and director of the Health Sciences and Technology Academy (HSTA), which is a campus/community partnership program that was initiated in 1994. This program reaches out to under-represented 9th through 12th grade students across West Virginia and supports them towards college and professional school.
- **APRIL:** A distinctive piece of HSTA is its students' development of research projects that examine and address health issues faced by their communities. These projects form the core of the HSTA experience and drive the academic learning the program promotes. The projects turn HSTA students into community advocates who address health and social issues at home even as they prepare to move on to college and beyond.
- **ERIC:** In addition, Chester leads the WV National Center of Excellence in Women's Health and the WV Health Careers Opportunity Program. Trained as a plant ecologist at Virginia Polytechnic and State University, San Diego State

University and Duke University, Dr. Chester has taken her love of science and her expertise in engaging communities in partnership with higher education to help others capture their own potential. This has fostered grass-roots change in science education and health literacy in West Virginia. Without further delay, let's welcome Dr. Ann Chester. - *Talk will last 13 minutes.*

- **APRIL:** Thanks Ann for that inspirational talk. Our next speaker won the first gold medal of the 2016 Rio Olympic games at only 19 years of age. During her collegiate career, she has won the NCAA Team Title in both 2016 and 2017, as well as becoming the first freshman ever to sweep both Individual Titles in 2016. **Ginny Thrasher** credits her athletic achievements to the concept of a growth mindset, and is eager to see it benefit others.
- **ERIC:** She works with a Sports Performance Consultant, Dr. Raymond Prior, on increasing mental toughness and creating consistent performance. Ginny hopes that others can also find success in their own lives by embracing a growth mindset. Ginny loves to travel and hopes to pursue higher education related to growth mindset, as well as the Olympics in 2020. Help me welcome to the TEDxWVU stage, Ginny Thrasher. - *Talk will last 13 minutes.*
- **APRIL:** Thanks Ginny. In 2005, **Dr. Judith Feinberg** was the first physician in metropolitan Cincinnati to recognize that opioid injection drug use had emerged as a health threat, based on increased admissions for a serious heart infection. She became involved in harm reduction efforts and, in 2014, she established Ohio's first syringe services program, the Cincinnati Exchange Project (CEP).
- **ERIC:** Conceived as a broad public health initiative, CEP not only exchanges sterile syringes for used ones, but also provides clean injection materials to prevent hepatitis C. It offers many other services, including overdose prevention education, naloxone to reverse overdoses, on-site rapid testing for HIV and hepatitis C, and enrolling clients for Affordable Care Act insurance. In addition, it provides safer sex and safer injection education, referral and linkage to drug treatment programs, medical and mental health care, as well as social services as desired.
- **APRIL:** After a long career in HIV/AIDS, she came to WVU in 2017 to focus on ending these opioid-related epidemics at their epicenter. Currently Professor of Behavioral Medicine & Psychiatry and Professor of Medicine and Infectious Diseases, she is working hard to turn the tide on opioid-related epidemics. Now, let's give a warm welcome to Dr. Judith Feinberg. - *Talk will last 15 minutes.*
- **ERIC: (Afternoon Break)** - Thanks Dr. Feinberg. We will now take a 15 minute break. Please be back in your seats by 2:45 pm so we can start the last session of the day promptly.

- **APRIL:** Welcome back everyone. Hard to believe we are starting our last session of today's event. I don't know about everyone here, but I certainly feel hopeful for our future with people like our speakers offering their changes in the world.
- **ERIC:** The last TED Talk we will share with you today is about people who are "multipotentialites". What do you want to be when you grow up? Well, if you're not sure you want to do just one thing for the rest of your life, you're not alone. In this illuminating talk, writer and artist Emilie Wapnick describes the kind of people she calls "multipotentialites" -- who have a range of interests and jobs over one lifetime. Are you one? - *Talk will last 13 minutes.*
- **APRIL:** As an Assistant Professor of Political Science at Bethany College in West Virginia, **Flynn Pollard** teaches courses in international relations, conflict resolution, environmental policy, terrorism, and international development.
- **ERIC:** He has worked as a data analyst and consultant on multiple social change projects in the United States and abroad. His work, both academically and professionally, has largely focused on the role of food in both sustainability and human security around the world.
- **APRIL:** He is a co-founder and officer at an ag-tech social enterprise called Urbavore, based in Santa Cruz, California, where his team is designing low-cost hydroponic systems to improve sustainable food production and increase household access to healthy foods. Flynn believes that the greatest challenges we face today must be considered holistically, and that the interconnections between them often hold the secrets to their solutions.
- **ERIC:** Through developing our understanding of these complex issues, Flynn believes that we will increase our capacity to design better policies, technologies, and improved social networks that can build healthier, happier, safer, and more sustainable communities. Please give a warm welcome to Flynn Pollard. - *Talk will last 15 minutes.*
- **APRIL:** Thank you Flynn for that enlightening talk. One quick update about the final TEDxWVU talk for today. The title of the next talk is "Building bridges between our divisions." **Sara Berzingi** is a Morgantown native and senior in the Eberly College of Arts & Sciences at West Virginia University. She's a dual major in biology and english with a concentration in Professional Writing and Editing.
- **ERIC:** She spent the last four summers volunteering with aid organizations abroad, working to manage the Internally Displaced Persons crisis emerging from the siege of Mosul, volunteering in a labor and delivery ward in Erbil, Iraq, and teaching English to children in an Iraqi refugee camp. Sara twice served as president of the Muslim Student Association, was a member of the Student

Government Diversity Committee, and is currently a diversity ambassador and student worker in the WVU Division of Diversity, Equity, and Inclusion.

- **APRIL:** Recently, she was named as a state commissioner for the MLK Jr. Commission. She collaborated with the Reed College of Media on *Muslim in Appalachia*, a 360° series featured on the multimedia news platform, 100 Days in Appalachia. You may have noticed her portrait hanging on the wall in the hallway as you entered into the forum today.
- **ERIC:** As a Muslim American activist and an aspiring writer, Berzingi's work focuses on the politics of identity and belonging in an increasingly exclusive America. Without further ado, Sara Berzingi. - *Talk will last 17 minutes.*

Closing Remarks

- **APRIL:** Thank you Sara for sharing your experience with us. Once again, we would like thank everyone in the audience for attending the first ever TEDxWVU event. We hope you leave here today inspired to make changes in your own communities.
- **ERIC:** In addition, we would like to remind everyone to follow along with TEDxWVU news and updates via their website, tedxwvu.com, and their social media accounts on Instagram, Facebook, and Twitter. Feel free to post about today's event on social media and tag TEDxWVU, TEDx, WVU, and the WVU Media Innovation Center.
- **APRIL:** At this time, we would like to introduce the faculty chair for TEDxWVU, Professor Gina Dahlia for a few closing remarks. - *Closing remarks will last 15 minutes.*

Gina will thank volunteers, executive board, Shannon, Anna, Hannah Booth, and David Crawford. She will also thank the speakers and hosts.

Set Up and Rehearsal Day Guidelines

About two days out from the event, I recommend going to the venue (if you have access to it) and setting up anything you can ahead of time. Ideally, this would be the letters, static cling signs, registration tables, and other minor decorations that reflect your theme or event. You should also put together the gift bags for the speakers and hosts at this time.

On the morning of rehearsal, I recommend arriving early at the venue to go do a last minute walk through of the space and double check that you have everything set up. You

should also verify that the production crew knows what their responsibilities are and make sure that they don't have any questions. It would be a good idea to give all of the volunteers and production crewmembers your cell phone number in case they need to communicate with you on the day of the event and cannot immediately find you.

This is when you will finalize positions for the volunteer event staff. You should have at least four people directing attendees to the event room (depending on the venue space and location). For example, the first event was held on the fourth floor of the Evansdale Crossing building. This building has two main entrances, so we put at least two people at each entrance. We also had two people in the lobby on the fourth floor to direct people into the Media Innovation Center.

There were three people checking off names at the registration desk. I also placed two floaters at the registration desk to direct sponsors and special guests to their seats/VIP Room. In addition, there were two volunteers at the desks we had set up for attendees to fill out nametags. Then we had one volunteer at the start of the hallway to direct people into the forum. Three other volunteers in the forum would filter people into open seats. Based on camera angles and placements, we would seat people in certain areas. We tried to put older and taller people towards the ends or the back of the room. However, we were able to do this because we only had 100 people in the forum seats. I recommend having more volunteers in the forum if the number of attendees increases.

If you do not get lunch catered for your volunteers, speakers, and hosts, then make sure to allow two hours for a lunch break. I recommend not getting lunch catered unless there is a local restaurant that wants to cater it in exchange for publicity at the event. For example, for our first event, Sandwich U and Lotsa Stone Fired Pizza wanted to provide a burger bar and variety of pizzas for our lunch. We then promoted them as one of our sponsors on our t-shirts, website, and programs.

Once each speaker runs through his or her assigned time slot for the day of the event, they can leave for the rest of the day and come back later for the dinner that night. However, they could also hang around the venue until the end of rehearsal and run through their talk again (time permitting).

Day of Event Guidelines

Congratulations on making it to the day of the event! Make sure to arrive early so you can get any last minute details in order and take a moment to appreciate how far you have come.

As a restriction from TED, there is to be no media at the event, except your event's photographer. This is to avoid any disruptions with the live stream and cameras recording the event. Instead, you could invite them to the rehearsal and provide any other media info.

As lead curator, you should not be assigned to a certain position during the event. You should float around the venue, mainly between the audio booth, green room for the speakers, and backstage where the stage manager(s) should be. As I mentioned before, you should give your cell phone number to all production personnel and committee leaders. Keep your cell phone on you at all times (on vibrate only). This is in case someone needs to get in touch with you as soon as possible and can't find you.

Check and double-check all of the microphones and cameras. Check with the production team, stage managers, and volunteers to see if they have any last minute questions or issues. Make sure all of the volunteers arrive at least 40 minutes before the attendees are set to arrive (this allows for everyone to get settled in and get in their positions before guests arrive).

You will have a breakdown of how the day should go, but if you get behind or ahead of schedule, do not panic! You should try to exude an air of calmness at all times. If you are behind, then people will just stay a bit longer. If you are ahead, then everyone can leave early. It happens, so just accept it and move on.

Day of Event Breakdown

The following is a minute-by-minute timeline of how the rehearsal day and event day should flow.

TEDxWVU 2018 Schedule

8:30 am – Event “staff” arrives: two volunteers will be placed on the first floor at the doors to direct people upstairs; a group of four volunteers will be at the registration desk to check people in and give them nametags; two volunteers will be standing at the beginning of the hallway to distribute pens and notebooks and motion them into the forum; two volunteers will be standing in the forum to direct people where to sit
9:00-9:30 am – Registration (Entry/Reception area); attendees will give their names to volunteers with checklists so they can mark off their names; attendees will then be directed to table with name tags; they will then be directed to seats in the forum
9:25-9:30 am – Filter last minute stragglers into the forum
9:30-9:45 am – Welcome and Introductions by Hosts: Eric Minor and April Kaull
9:45-9:49 am – Host to intro Emily Calandrelli
9:49-10:07 am – Emily Calandrelli “Making science nicer, stupid.” – 18 minutes
10:07-10:12 am – 5-Minute Transition
10:12-10:13 am – Host to intro TED Talk

10:13-10:21 am – TED Talk “Am I not human? A call for criminal justice reform.” – 7:30 minutes; <https://www.youtube.com/watch?v=D9ZNpt6FVTY>

10:22-10:24 am – Host to intro John Ebert

10:24-10:38 am – John Ebert “Building your personal pyramid to reach your full potential.” – 14 minutes

10:39-10:42 am – 5-Minute Transition

10:42-10:57 am – 15-Minute Morning Break

10:57-11:02 am – 5-Minute Transition

11:02-11:04 am – Host to intro George Cicci

11:04-11:16 am – George Cicci “Making ADHD your superpower.” – 12 minutes

11:16-11:21 am – 5-Minute Transition

11:21-11:38 am – TED Talk “Because I said I would.” – 17 minutes; <https://www.youtube.com/watch?v=Iooz1TrCmbs> – During talk, staff to boxed lunches are set out and ready for lunch break

11:38-11:50 am – Hand out promise cards and have people fill them out

11:50 am-12:50 pm – Lunch – Boxed lunches setup in Catering Bar/Viewing Lounge area; open garage doors to Hubs; people are free to roam about, use GIF machine and enjoy music from “Elev-8! Contemporary Flute Ensemble” (**12:00-12:30 pm**)

12:45-12:50 pm – Usher attendees to Forum; need to be back in seats by **12:50 pm**

12:50-12:55 pm – 5-Minute Transition

12:55-12:58 pm – Host to intro Daniel Brewster

12:58-1:14 pm – Daniel Brewster “Be you. Be true. Be bold.” – 16 minutes

1:14-1:19 pm – 5-Minute Transition

1:19-1:21 pm – Host to intro Ann Chester

1:21-1:34 pm – Ann Chester “Rekindling the American Dream in students.” – 13 minutes

1:34-1:39 pm – 5-Minute Transition

1:39-1:41 pm – Host to intro Ginny Thrasher

1:41-1:56 pm – Ginny Thrasher “Winning the Olympics: A state of mind.” – 15 minutes

1:56-2:01 pm – 5-Minute Transition

2:01-2:03 pm – Host to intro Dr. Judith Feinberg

2:03-2:19 pm – Dr. Judith Feinberg “Heroin in the Heartland.” – 15 minutes

2:19-2:24 pm – 5-Minute Transition

2:24-2:40 pm – 15-Minute Afternoon Break

2:40-2:54 pm – TED Talk “Why some of us don’t have one true calling.” – 13 minutes; https://www.ted.com/talks/emilie_wapnick_why_some_of_us_don_t_have_one_true_calling

2:54-2:57 pm – Host to intro Flynn Pollard

2:57-3:12 pm – Flynn Pollard “Ideas: The fifth element in combating Global Crisis.” – 15 minutes

3:12-3:17 pm – 5-Minute Transition

3:17-3:20 pm – Host to intro Sara Berzingi

3:20-3:38 pm – Sara Berzingi “Building bridges between our Divisions.” – 17 minutes

3:40-3:55 pm – Introduce Professor Dahlia and have her introduce the Executive Board and Team Leaders – 15 minutes

3:55 pm – Adjourn – Once the audience filters out, clean up/tear down begins

After Event Guidelines

Within 48 hours of the completion of your event, you have to send the attendees email lists to TEDx so they can send out their event survey. This is a **requirement**.

Additionally, your production team needs to start editing the videos, so they are ready to upload a month after your event. If you need more than a month to complete these, you must contact TED and ask for an extension. For our first event, we needed an extension since we had 9 videos to produce with 5 camera angles. Therefore, we had them ready to upload within two months after the completion of our event. I strongly recommend producing a brief “bumper” introduction for each individual speaker video. We chose to take the time to do this as an additional way to have our talks stand out.

Be sure to upload your favorite pictures to the TEDxWVU Flickr account. You do not need to upload all of them, simply just the ones you will use on social media and any other unique shots you like. You can also add these images to an album on your Facebook page.

Once your license expires, you can reapply for next year’s event. In order to increase your chances for approval with the license renewal, make sure you have updated your event page on the TEDx website, added your pictures on the Flickr account, and have uploaded your edited speaker videos. TEDx looks at all of these factors for approval.

After the videos have been posted to the TEDx YouTube page, you should share them to all of your social media accounts and post them on the “Talks” tab of the website. This tab should serve as a archive of past and present talks, so please leave the ones from previous events and just add the current videos.

Take some time to really comprehend what you just successfully pulled off, and then start planning for next year’s event! You will need to upload the volunteer application on the website in order to get a new batch of volunteers for next year’s event. Reopen the application in March and try to close it by mid-August. You can keep the application open as long as you want in order to get the volunteers that will be best for your team, but it would be better if you could have the majority of them chosen before school lets out. If possible, it would be

Additionally, you should make a social media schedule for the summer months. In order to keep a presence on your social media accounts, someone should be posting to Facebook, Instagram, and Twitter at least once a week. This does not have to be content relating to the event. It can be posts about your favorite TED and/or TEDx Talks, appropriate pictures of the Executive Board’s summer vacation, or sharing/retweeting relevant articles about topics relating to the event theme or TED’s mission.

Words of Wisdom/What To Do Differently

After working on this event for over a year, I have learned a few things I would've done differently. These are things I didn't think of at the time or things that I did in a more complicated way. Most of the major notes have been mentioned above, but these are suggestions that didn't really fit under any of the previously listed sections.

- Start working with the new licensee during the fall semester.
- The first TEDxWVU event had a limit of only 100 attendees. If you want to lift this restriction for your event, the licensee MUST attend an official TED Conference prior to applying for the license.
- The TED Conference in Vancouver, the TEDFest in New York City, and the TEDWomen event all count towards official TED Conferences to lift the restriction. Attendance for these events can be expensive and spots fill up fast, so you need to decide early if you want to have more than 100 people attend your event.
- Our first event went smoothly with 100 paying attendees and 50 volunteers and special nonpaying guests (i.e. President Gee, Provost members, high-level sponsors). As stated above, the live stream contributed greatly to our “viewer” numbers, so an event with only 100 attendees can still be very successful.
- When you first start thinking about the details for your event, consider whether your theme would be better suited by an all-day or half-day event.
- An all-day event can run for any length of time during the day, while a half-day event falls either in the morning or the evening. This decision also depends on the number of speakers you wish to have at your event. If you have more than 4 speakers, it should be an all-day event.
- I also highly recommend reaching out to University Relations to help with contacting media outlets. They are also great resources to bounce press releases off of and direct you to the channels to share the releases.
- You should also reach out to Kim Harrison, the Assistant Director of the Student Engagement and Leadership Office. She is beneficial in answering any questions on the student organization side of things. She is also the point of contact for uploading your information flyers to the InfoStations across campus. This is something you will definitely want to take advantage of in the promotion of your event.
- Have a back-up list of volunteers for people who will quit early on.
- Have a Slack tutorial for those new to it; start using it earlier as opposed to emails.
- Have closer deadlines (maybe twice a month instead of once a month).
- Assign more people to Sponsorship and Event Planning (need 8-10 people in each committee).
- Website committee is good with 3-5 people who know what they're doing.
- Recruit a broadcast journalism student to work on a promo video since they have the experience.

- Form a coaching committee (ask for recommendations of students or professors with public speaking degrees or experience) to coach chosen speakers. This is especially helpful for those who have not given a TED style talk previously.
- Allow speakers to wear business casual clothing for their talks. They can incorporate elements relevant to the topic of their talk (i.e. ties, pins, necklaces, etc.).
- Speakers and host(s) should wear similar clothing on the rehearsal day to practice.
- After the first event, we opened the volunteer application on our website around early March. By early May we had received about 25 applicants. We started narrowing down the choices from there and kept the application open until early August. We also had most of the committee leaders in place before the end of the semester.
- Also, some people were confused when we asked them their “year” on the volunteer application. Therefore, I would change the wording to ask, “What year are you going to be in school while planning TEDxWVU (input year, i.e. 2019)?”
- If possible, each committee leader should have an assistant leader who is a sophomore or a junior (or a very qualified freshman) who can learn the ropes from the leader and step up to take over at the following year’s event.
- In preparing for the event, try to map a layout of the venue complete with camera positions, volunteers’ locations, and any additional rooms for speakers or VIPs.
- I briefly mentioned that we ended up putting together gift bags for our speakers and hosts. We did decide on this less than a month before the event, because until then we did not have the funds for this. If you end up being financially able to do something for your speakers and hosts, it would be a great gesture of appreciation.
- Our gift baskets included: a TEDxWVU t-shirt, program, TEDxWVU reusable cloth bag, WVU Reed College of Media notebooks and pens, a WVU Media Innovation Center coffee mug, candy, and a personalized thank you card (with the TEDxWVU logo) signed by the Executive Board members.
- It would be very beneficial to reserve a venue that has other rooms available for the speakers to practice in up until their assigned time. At the first event, we had two small rooms for the speakers to practice and most of them utilized this opportunity for last minute preparation.
- Make sure you have adequate signage around the venue to mark where everything is located.