GIRLMEETSVOICE

GENERAL TIPS FOR TEDx APPLICATIONS

Each TEDx event is independently organized. This means that event organizers create their own requirements for submission. Some applications require a brief (often 2-minute) video pitch. Others request a proposal in writing. Please be sure to follow your event's submission protocol *exactly*. Paying attention to word counts and time limits shows the organizers that you are a professional and will do what it takes! Here are some basic guidelines to follow as you prepare your submission:

1. If required to submit a video, present a crystal-clear, singular idea within the allotted time.

2. Your talk should present a new idea or an old idea in a new way. It should address a topic of acute interest to the TEDx audience, or a pressing challenge in our community. It should see into the past/future and change the way we understand the world. Give the organizers a sense of how it will do these things, right there in the application.

3. Be sure to mention how your talk connects to the event's theme, and how your topic is relevant to this specific audience.

4. Your idea should be founded in proven data or experience—ideally, both. Your application, therefore, should contain these elements too. If you envision an experience-heavy talk, make sure to share how the idea has broader application than to just your life or situation. If you envision a data-heavy talk, make sure to include or reference anecdotes.

5. Demonstrate your storytelling prowess. Use the space allotted to take the listener FROM one way of seeing things TO a new way of seeing the same things. Show, as well as tell.

6. Show a willingness to be vulnerable.

7. Give the organizers a sense of how you hope to *move* the audience. Try to move the readers of your application in that same way.