

## WHAT IS TED?

TED stands for Technology, Entertainment, Design -- three broad subject areas that are, collectively, shaping our future. And in fact, the event is broader still, showcasing ideas that matter in any discipline. The format is fast paced: 50+ talks over the course of four days (to say nothing of the morning and evening events). This immersive environment allows attendees and speakers from vastly different fields to cross-fertilize and draw inspiration from unlikely places. This is the magic of TED.

### THREE CONFERENCES EACH YEAR AND TED LIVE

TED holds three yearly conferences: TED at Long Beach, California, TEDActive at Palm Springs, California (which runs concurrently with TED at Long Beach) and TEDGlobal in Edinburgh, Scotland.

Attending a TED conference is by application. There are several levels of conference membership, and attendance fees depend on which level and conference you choose. Become a TED Live member to watch both TED and TEDGlobal live in your home, school, or office.

### CONFERENCES HISTORY

Attendance at TED is by application, and the attendees -- CEOs, scientists, designers, intellectuals -- are as extraordinary as the speakers, who in 2007 included former US President Bill Clinton, author Isabel Allende, legendary biologist E.O. Wilson, designer Phillipe Starck, and Virgin CEO Richard Branson. Indeed, TED's success is based on the extraordinary effect of bringing together 1,000 of the world's most remarkable people across many fields. The result? Unexpected connections. Extraordinary insights. Powerful inspiration.

TED was first held in 1984. Twenty-seven years later, this legacy of innovation and influence continues. In 2001, Chris Anderson's foundation acquired TED from its founder Richard Saul Wurman. Chris Anderson became TED's curator, and the conference has continued to grow in both scope and global impact. No longer just an annual event, TED now encompasses a sister conference, TEDGlobal, in Edinburgh, Scotland, and TEDActive, a simulcast event in Palm Springs, California. And the TED Live membership allows people around the world to enjoy the TED and TEDGlobal Conferences' content and connections.

## WHAT IS TEDx?

Created in the spirit of TED's mission, "ideas worth spreading," the TEDx program is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level. TEDx events are fully planned and coordinated independently, on a community-by-community basis.

At TEDx events, a screening of TEDTalks videos -- or a combination of live presenters and TEDTalks videos -- sparks deep conversation and connections. TEDx events are fully planned and coordinated independently, on a community-by-community basis.

### **What you'll find at every TEDx event:**

The content and design of each TEDx event is unique and developed independently, but all TEDx events have several features in common.

- **TED's celebrated format:** A suite of short, carefully prepared talks, demonstrations and performances (live, or just TEDTalks videos from TED.com) on a wide range of subjects to foster learning, inspiration and wonder -- and to provoke conversations that matter
- **TEDTalks videos:** A minimum of two pre-recorded talks from the acclaimed TEDTalks video series (these talks are available free on TED.com)
- **Bias-free programming:** Lack of any commercial, religious or political agenda