

TEDx Regional Workshop Handbook

TEDx regional workshops, organized and attended by TEDx community members, provide an opportunity for those who have organized a TEDx event to come together to discuss best practices and strategies for the TEDx program in their region.

Workshops should foster a collaborative spirit among the TEDx organizers who attend, and focus on how to leverage the TEDx platform – and your local TEDx community – to make an even greater impact on the world.

Workshop Sessions

Once your invitations have been sent out, you'll want to start planning your workshop. Here are some suggestions on workshop sessions and topics:

Opening:

- Offer a chance to mingle
- Distribute name tags
- Watch a TED or TEDx talk
- Define objectives
- Go over workshop agenda
- Personal introductions / "ice breakers"
- Share interests, concerns, favorite TEDTalks

Agenda suggestions:

- Presentation by a TED staff member in attendance (if applicable)
- How-tos:
 - General objectives of TEDx
 - [Understanding the TEDx guidelines](#)
 - Selecting speakers (See [this document](#) and [this video](#).)
 - Coaching speakers (See [this video](#).)
 - Curating the audience
 - Identifying and working with sponsors (See [this video](#) and [this video](#).)
 - Filming TEDx talks (See [this document](#) and [this video](#).)
 - Generating special content (initiatives with schools, etc.)
 - Extending TEDx into the broader community
 - Attracting media attention
 - Talking to the media
 - Facilitating networking among attendees
 - Organizing a webcast

Organizing an event around another event's webcast
Avoiding common mistakes

Collaborating and dreaming:

- Allow for an open "un-conference" session
- Use a fun exercise to augment collaboration (group challenges and activities)
- Give time for brainstorming
- Make time for informal talks about what has/hasn't worked at TEDx events
- Host a question and answer session

Exploring shared goals:

- Cross-promote fellow attendees' upcoming events
- Share leads on great speakers
- Discuss region-specific issues and possibilities

Wrapping up:

- Host a casual discussion over food and drink
- Tour cultural locations

Rules to follow

- **Naming your workshop:** Your workshop name should follow this convention: *TEDx [city/region] Organizers Workshop*. As TEDx is a global program, the location you choose for your name cannot be too general (e.g., "West" would be a bad choice). The name of your workshop should match the place it will be held. The organizer, and all participants, must use this name when referring to the workshop.
- **Sponsors:** We do permit sponsorships for TEDx workshops. The package you offer to your workshop's sponsors might include placing the sponsor's name in the workshop's program guide. If the workshop's sponsor requests something else, you need to **request approval** from TED by emailing TEDx@ted.com. Sponsors may not attend a TEDx workshop.
- **Websites and social media:** Do not purchase a website. Do not register social media or other web properties for this workshop. You are encouraged to create a [forum thread in the TEDxHub](#).
- In the spirit of collaboration, we encourage you to invite as many members of your regional community as possible.

Post-workshop

Following your workshop, please make sure to:

- Upload any materials (schedule, documents shared, etc.) to the [TEDxHub in the “Regional Workshops” folder of the Files section](#).
- Upload photos to Flickr, tagged “TEDx”, “TEDx workshop”, and “TEDx regional workshop”
- Optional: send out the TEDx attendee survey for your workshop. For instructions on how to send this survey, please see our [post-event checklist](#).
- Email tedx@ted.com to tell us how it went!