

**TED<sup>x</sup>**

**Business**

Transforming your workplace with TEDx

**“TEDxJNJ has changed the way thousands of employees approach their work. It’s having an impact on and influencing how we attract, retain and develop talent.”**

**MARY LAURIA**

Vice President of Global Talent  
Management at Johnson & Johnson

# Concept

TEDx Business events leverage the TEDx brand to energize company culture, encourage cross-departmental collaboration and spread new ideas throughout their community.

TEDx provides the framework to spark innovation and ignite conversations built on our winning formula of short, striking talks. TEDx Business events range in all sizes from intimate, salon-style experiences to larger gatherings, connecting hundreds of employees.

These events are self organized and are not publicly facing. Instead, TEDx Business events motivate employees to engage with their workplace in new and inspiring ways — by designing, discovering and sharing ideas core to your company's mission and values.

# Why TEDx Business?



## Promote Thought Leadership

“TEDxHyundai gives employees opportunities to express their ideas — such as future technology, culture, entertainment, and life stories — freely.”

— **Seolkyung Kim, organizer**

TEDx Business events offer a unique opportunity to spotlight changemakers and broadcast their ideas to the entire workplace. The structure of TEDx encourages bold thinking and asks employees to share dynamic ideas outside of day-to-day work. At Hyundai, a company thousands-strong has found a lasting platform for ideas-sharing in TEDxHyundai.

## Build a Culture of Innovation

“At P&G Singapore we’ve organized employee events before. With the TEDx brand the difference was night and day.” — **Ali Malik, organizer**

Organizing teams and attendees learn how to build meaningful narratives and improve public speaking skills.





## **Fuel Employee-Powered Engagement**

TEDx events empower organizers to work cross-departmentally and engage with employees and ideas at all scales.

## **Leverage a Proven Model for Success**

The TEDx brand is associated globally with innovation and big ideas. With the TEDx Business license, your organization leverages a brand and platform that has been tested and perfected at over 15,000 TEDx events worldwide. Organizing teams benefit from dedicated support from TED and comprehensive resources. Generating great new ideas for your organization has never been easier.



# In good company



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# Case study: TEDxJNJ

97%

of participants said that TEDxJNJ reaffirmed their commitment to the company values.

98%

of respondents said they were now willing to challenge the status quo in the company.

99%

said they would bring new ideas to their teams and be more engaged with their work.



# Benefits



A TEDx Business License is an investment into your organization's culture. Along with the use of the TEDx brand and the suite of benefits, your license fee supports the global TEDx platform that supports 50,000 volunteers around the world.



# Benefits

Intellectual property rights to the TEDx brand for an internal event (in line with the TEDx license rules)

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Dedicated TEDx Business support to ensure your success with the program

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Invitation to attend gatherings for TEDx Business organizers for knowledge sharing

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Access to TEDxHub, a TEDx platform for global knowledge sharing and best practice

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Access to TEDx staff webinars and training

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Opportunity to attend TEDx events that run parallel to TED events

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Option to live stream your TEDx event to one other company location

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# Get involved



Review the [license rules](#)

[Apply now](#)

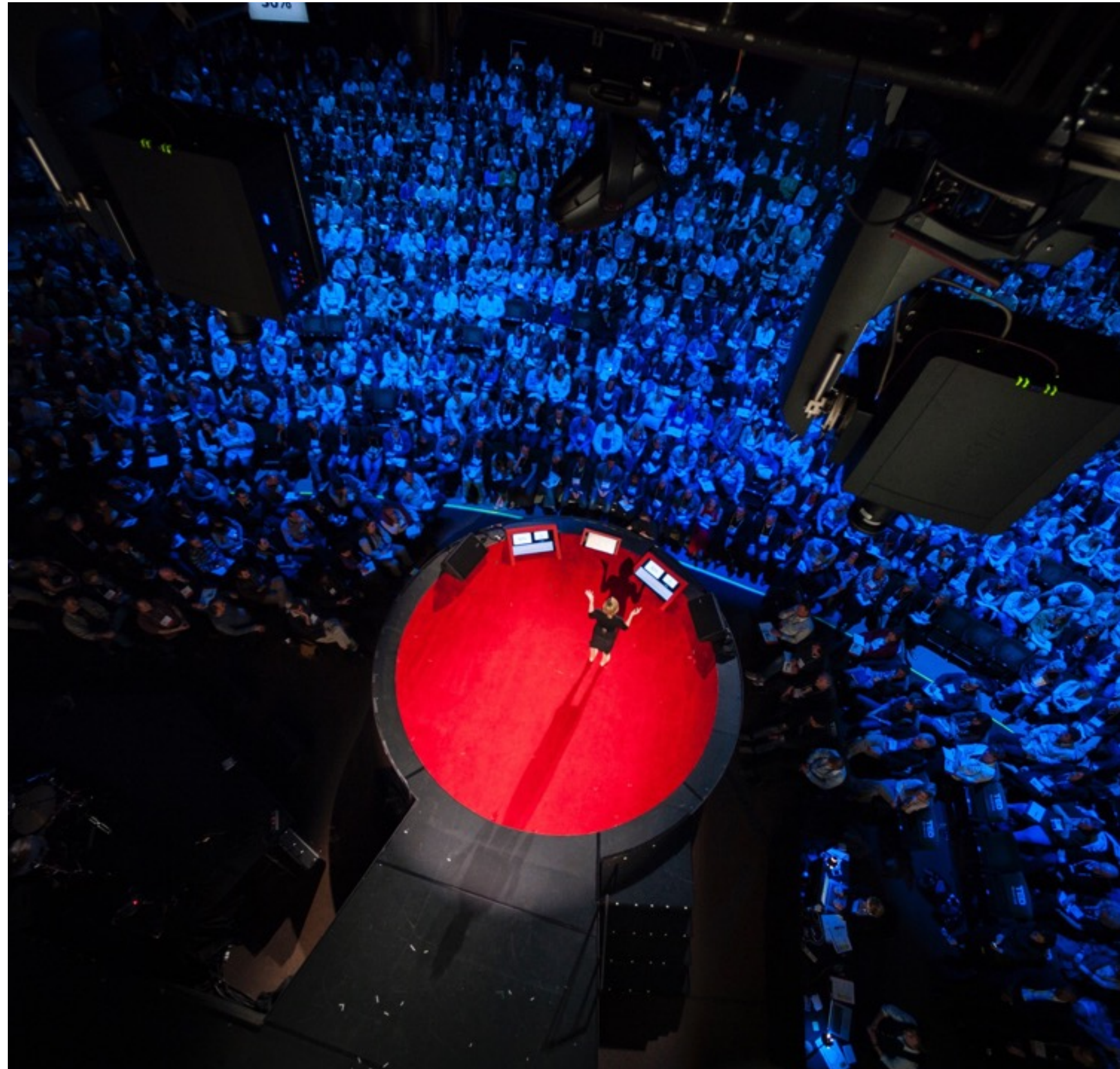
Questions? Contact:

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### **TED is...**

A nonprofit devoted to spreading meaningful ideas, usually in the form of short, powerful talks on subjects from almost every discipline — from advances in nanotechnology to efforts to protect honeybees and start urban gardens.

### **TEDx is...**

The world's largest and most accessible platform for discovering and sharing Ideas Worth Spreading. It provides communities everywhere with the structure, identity and guidance to organize TED-like events that connect people, spread ideas and inspire positive impact.