

TED^x

Business

Transform your workplace from within

TEDx



The world's largest grassroots network for discovering and spreading ideas, averaging over 10 events each day

Officially, the 'x' in TEDx stands for independently organized TED event — but it's more of a TED multiplied. It's been the force that has taken TED across the planet and seeded all of these communities.

— Chris Anderson, Head of TED

TEDx Business



Internal events spotlighting innovation, fostering collaboration, and energizing professional development

At TED, we use our world-famous conference format to advance our internal culture. We wanted to make it available to companies to help them transform from the inside. We named it TEDx Business.

— Jay Herratti, TEDx Executive Director

Why

We believe in showcasing talent. TEDx Business events promote:



Thought leadership

The TED style encourages bold thinking and asks employees to share dynamic ideas outside of day-to-day work.

TEDx gives employees opportunities to express their ideas and life stories freely.

— **TEDxHyundai organizer**



A culture of innovation

Organizing teams & attendees learn how to build meaningful narratives around their ideas and improve presentation skills.

We've organized employee events before. With the TEDx brand the difference was night and day.

— **TEDxP&GSingapore organizer**



Employee-powered engagement

TEDx events engage employees and ideas at all scales while empowering cross-departmental collaboration.

It empowers employees with greater intentionality, clear decision making and bias to take action now.

— **TEDxAbbVie organizer**

How

Our dedicated account management expedites each organizing step:

Apply for your license

Submit your online TEDx Business application and start internally sharing your TEDx branded event name to build enthusiasm throughout your organization.

Your TEDx Business Account Manager incorporates additional event or livestream needs and expedites your application.

Assemble your team

Assess your event's scale and your subsequent needs and then recruit accordingly, using your designated event page on TED.com to share with colleagues.

Your TEDx Business Account Manager can connect you with local TEDx organizers who contract their services.

Create your timeline

Map out your goals for food and beverage, registration, promotion and stage management, tapping into the planning tools offered on the TEDx Hub and TEDx Facebook group.

Your TEDx Business Account Manager fields your questions to ensure your event is on track for success.

Develop your strategy

Ensure speakers are prepared to give the talk of their lives and if your schedule allows, attend TED events so you learn from the TEDx team and experience a top-notch event.

Your TEDx Business Account Manager can curate TED talks to include in your program that align with your theme.

Host your event

Watch colleagues be “wowed” by the details you planned to make them feel special and then post recorded TEDx Talks so speakers’ ideas carry a legacy and reach all employees.

Your TEDx Business Account Manager shares a survey and co-creates a case study for you to internally share event success.

Results

We celebrate companies' success. Here are some examples:



TEDxJNJ

Organizing over 10 annual events for five years, Johnson & Johnson established a thriving program for innovation collaboration.

It changed how thousands of employees approach work and influenced how we attract, retain and develop talent.

—TEDxJNJ Executive



TEDxYPFBuenosAires

After completing its second annual event, TEDxYPFBuenosAires is already looking forward to more events for years to come.

Talks came from speakers across different teams within YPF ranging from personal passions to hiring practices.

— TEDxYPFBuenosAires Volunteer



TEDxL'OrealNYC

L'Oreal's first event in NYC sparked corporate-wide conversations to expand the program globally the following year.

The power of TEDx lies not only in its ability to change your thinking but that you then carry this change with you.

— TEDxL'OrealNYC Attendee

In good company

The world's leading companies have brought TEDx to their workplace.



Event Spotlight



TEDxP&GSingapore

TEDx transformed P&G Singapore's annual meeting. Now in its third year, the event featured 16 speakers and united 600 colleagues for a day of inspiration to reach their full potential.

FAQs

How is a TEDx Business event named?

For events at headquarters, name is TEDx(Organization). For events at a branch office, name is TEDx(Organization)(City).

Who applies for the license?

An event has one licensee who must be an employee. That organizer can have a co-organizer and an organizing team.

What is the license fee for a Business event?

Fees are set according to event scale and support our non-profit platform. Please email tedxpartnerships@ted.com for details.

How long does it take to plan a business event?

The license is valid for one year. Three to six months of planning is recommended but can be shortened or lengthened.

What guidelines does the licensee need to follow?

Business events must adhere to the TEDx Rules and Business license rules which safeguard the integrity of the TEDx brand.

What duration is common for a Business event?

Like standard TEDx events, Business events can be as brief as a few hours or as long as one day depending on event programming.

Can clients or customers attend a TEDx Business event?

With an employee-focused spirit, Business events are internal only. Clients and customers are not permitted to participate.

Can more than 100 guests attend a TEDx Business event?

As per the TEDx Rules, attendees can exceed 100 only once the organizer has attended a qualifying TED conference.

Can events or talks be promoted externally?

Fliers, websites, interviews, videos and other advertising materials visible to the public are not permitted. Internal promotion only.

Do talks get posted on the TEDx YouTube channel?

If the organization records and posts its talks online, they must be hosted on a password-protected site for employees only.

What types of formats are available?

Events range in size from intimate, salon experiences to large gatherings of hundreds of employees (if organizer has qualified).

What types of TED events are available?

TEDx Business is an internal event. If an external event interests you, we can discuss TED's curatorial and coaching resources.

Contact the TEDx team



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