

SEPTEMBER 2018

INTRODUCTION FOR SCHOOLS
by Tony Cooke, TEDxSherborne Licensee

It's a real pleasure to be here and to introduce you to a seriously exciting opportunity for you and your school to do something amazing this next year.

I wonder how many of you have heard of TED?
(show of hands)

How many of you have ever watched a TED Talk on YouTube?
(show of hands)

Well, for those of you that have, you'll already know what I'm talking about.

For those of you that haven't, TED is the world's biggest platform for amazing short talks on 'ideas worth spreading'.

TED is in the world's Top 10 YouTube channels with tens of millions of followers and views every year across more than 100 countries in 160 different languages.

Previously unknown people with amazing ideas have had millions of views of their talks, elevating them onto the world stage and rapidly accelerating the adoption of their ideas around the world.

[show TEDx video] tbc

I'm here today to tell you that in 2019, Sherborne will host its very own TED event, called **TEDxSherborne**.

[next slide - TEDxSherborne]

What will TEDxSherborne be?

TEDxSherborne will be a one day event involving all the secondary schools in Sherborne alongside the local community, and will be a unique opportunity to shine a spotlight on inspiring ideas for our place and people.

We will have 12-18 speakers providing polished, entertaining talks of up to 18 minutes each. In between these talks will be short entertainment pieces of music, dance, poetry and comedy, as well as short, focused workshops for discussing what we've (hopefully) been inspired by.

The whole day will be watched by a live audience of 100 people drawn from across our community, as well as by many 100s more via a live stream webcast into homes, village halls, pubs and schools around Sherborne.

The talks will then be professionally edited and posted on the TEDx Talks YouTube channel for anyone around the world to watch... maybe in their millions!

[next slide - THEME: Fit for the Future]

We live in an amazing place. Sherborne is an ancient market town with a rich heritage and a concentration of fantastic schools like this one preparing young people for the world out there. We have outstanding foundations to build on, but we face an uncertain future.

The theme for TEDxSherborne is therefore 'Fit for the Future', where we will explore ideas responding to the dual challenges of preparing as a place and as people for the future coming over the horizon at us.

This is a broad theme that can be interpreted from a diversity of angles if we use our imagination and creativity. For example, we could choose to look at everything from place-making to education, from

connectivity to wellbeing, from cultural identify to intellectual curiosity...and many more.

Above all, we want this day to be relevant and inspiring to young people like you.

[next slide - Schools Survey]

That's why, in the next few weeks, we'll be conducting a schools survey that we need ALL OF YOU to take part in, to tell us...

...what perspectives you have on the theme?

...are there particular issues in terms of your future that matter most to you?

EVEN...

...do you have an 'idea worth spreading'? And if so, what is it?

The feedback you give us through this survey will have a heavy influence on our search and selection of speakers for the event.

It's your chance to shape TEDxSherborne from the very start.

We've only just made a start, and there's lots of work to be done in order to be ready for the main event in the early summer next year.

For you, TEDxSherborne will provide a host of opportunities to:

- develop your career interests and skills alongside adult professionals
- or perhaps to complete a volunteering or community service section for a DofE award
- or maybe to add something to your UCAS personal statement that helps you really stand out

[next slide - Opportunities to get involved]

As a Speaker or Performer - it might well be that taking part as a speaker or a performer might be of interest to you? With a professional support team behind you, we would prepare you to give the talk or the performance of your life.

Speaker support - or you might want to develop your communications skills by coaching our speakers, supporting them with their script development, public speaking styles or slide designs?

Communications incl. Social Media - you might already be an Instagram or Facebook ninja ready to help us to build a Sherborne-wide online community around TEDxSherborne. Or else, you might be thinking about a career in public relations, communications or digital media, and keen for an early form of work experience to put on your CV.

Event Design and Management - you might perhaps have an interest in theatre design, event management, facilitation or even professional make-up artistry and be looking for an opportunity to see if it's really for you?

Film Production and Post-Production - you might be a budding film-maker who would love an opportunity to work alongside adult professionals to capture, edit and post digital content for a worldwide audience?

Community Outreach and Engagement - or you might love the idea of helping to physically involve our local community in key elements of the project including nominating speakers, a ballot for seats at the main event, art or photography projects to capture how we see Sherborne, or to find creative ways of sharing what we learn from the event.

Talk to your teachers about how you can get involved.

[next slide - <http://tedxsherborne.com> is live]

Our website is now live and we'll be constantly adding news as the project progresses. You can follow us to keep in touch.

I hope you are now as excited as I am about this project. I hope many of you will want to get involved in some way, big or small.

Thank you.

[final slide - TEDxSherborne logo]