

09/10/18

**ORGANISING COMMITTEE
PLANNING NOTES**

Roles & responsibilities

- Speaker selection and support
 - 12-18 speakers of which
 - 25% official pre-recorded TED talks
 - 25% young people (e.g. 1 from each school)
 - 50% adults (25% local, 25% further afield)
 - nominations process
 - within schools
 - across local community (e.g. through media partnership with ST)
 - beyond local community (leveraging our networks)
 - pitch format?
 - long-list to short-list process?
 - final selection - who do we involve in this?
 - speaker support - coaching, editing, script-writing, presentation skills, slide design
 - organising speakers' dinner
 - dealing with speakers' expenses - travel and accommodation
 - in-kind sponsorship for any of above from local businesses?
- Programme curation
 - speakers, vignettes, dance, music, comedy, poetry etc
 - audience selection criteria
 - planning audience participation & engagement
 - planning facilitated breakout sessions
 - exhibition space - art & photography exhibition, popups, stakeholder marketplace
 - pre- & post-event engagement with audience
 - in-kind sponsorship for any of above from local businesses?
- Comms, social media & live streaming
 - generating followers & engagement - pre-, during- and post-event
 - website, blog, Twitter, Facebook, Instagram - setup & maintenance (@tedxsherborne)
 - media partnerships
 - Sherborne Times (local)
 - support burst promotions - speaker nominations, sponsoring seats, live stream registration
 - special edition pre-event incl interviews with TC, OC members, schools, STC, SCoC
 - feature - behind the scenes on the day
 - copy deadlines - 5th of month prior to next month's edition
 - ChangeHackers (global)
 - podcast production - CHANGExSherborne - 3 episodes (to be posted on ChangeHackers) following pre-, during- and post-event
 - suggested hashtags - #fitforthefuture #wearesherborne #iamsherborne
 - inner circle - organising committee (OC) - Zoom, Slack
 - outer circle - OC + volunteers - Zoom, Slack, F2F
 - burst promotions - speaker nominations, sponsoring seats, live stream registration, NPS/ feedback survey
 - live streaming - set up & deployment
 - in-kind sponsorship for any of above from local businesses?
- Event Design & Management
 - set design & manufacture

- images - photography, artwork, animated intros/outros
 - video
 - sound & lighting
 - stewarding - volunteers
 - facilitating breakout sessions
 - green room - speakers
 - event photography
 - rapporteur
 - branded accessories - lanyards, t-shirts, bags, pens, notepads, special edition ST?
 - in-kind sponsorship for any of above from local businesses?
- Film production & post-production
 - main stage speakers & performers
 - audience - breakout sessions, voxpops
 - community OB
 - editing
 - For upload to TEDx Talks YouTube channel
 - For 2 min buzz promo for 2020
 - For 5 min wrap up video summarising outcomes from event
 - in-kind sponsorship for any of above from local businesses?
- Community Engagement & Outreach
 - initial briefing event
 - schools assemblies
 - speaker nominations campaign #tedxsherborne #fitforthefuture
 - seat sponsorship #iamsherborne
 - audience selection #wearesherborne
 - photography project #fitforthefuture (joint schools project)
 - promotional materials - DL flyers
 - live streaming promotion via stakeholders (e.g. SCoC members, local pubs, village halls, parish councils etc)
 - evaluation & feedback - design & execution
 - communication of outcomes to key stakeholders, e.g. STC, DCC, SCoC
 - post-event volunteers' party
 - post-event committee dinner
 - brainstorming for 2020 theme
 - in-kind sponsorship for any of above from local businesses?