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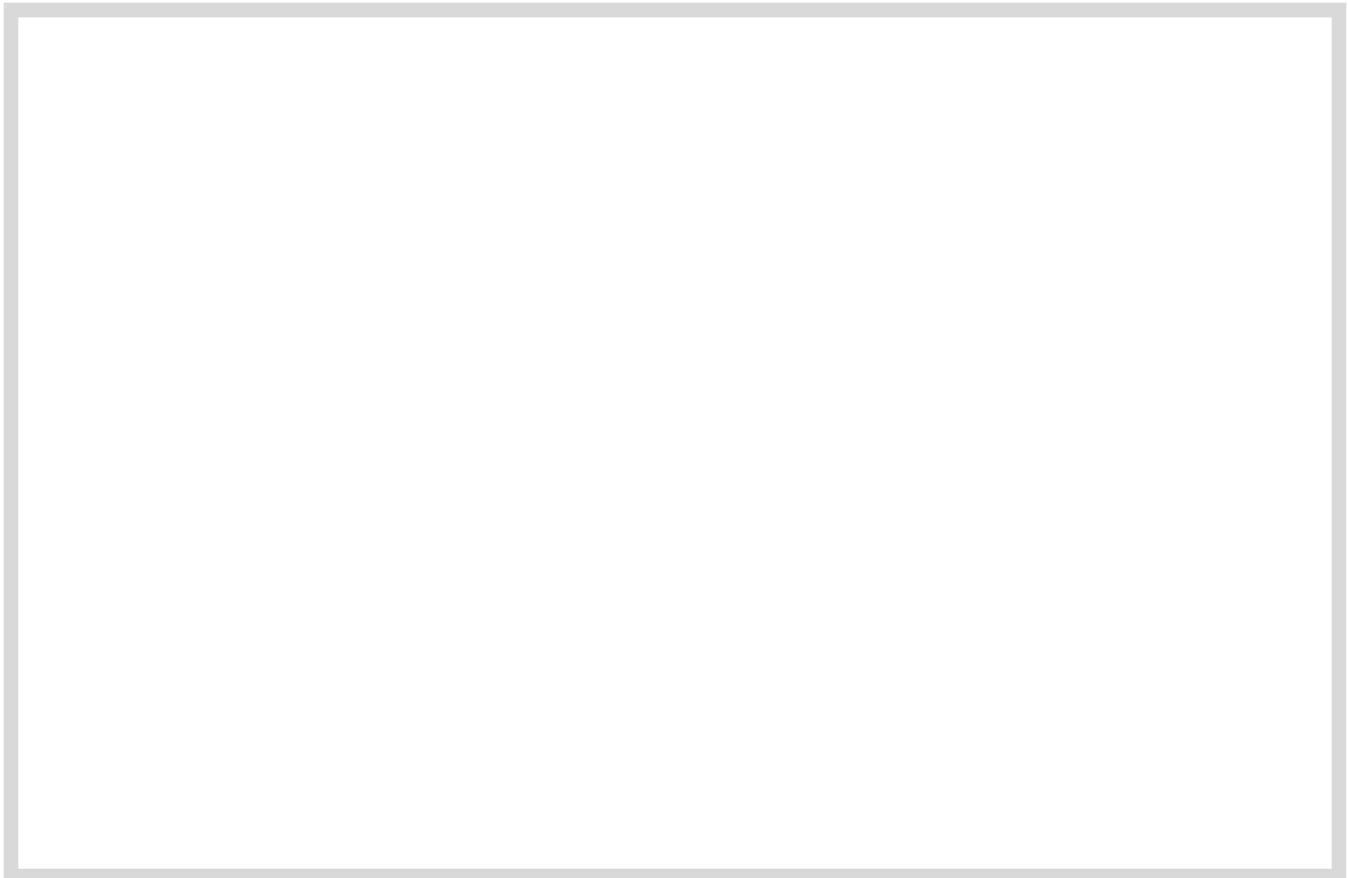
TED Talk: Planning Booklet

Step 1: Generate Ideas

A TED talk is a short presentation about a new or unique idea. Think about some ideas *of your own* that you might like to talk about. The sentences below are examples of what a TED talk idea might sound like, use these if you wish.

I surveyed 50 students and an important thing I learned is..
There is a better/faster/cheaper/easier way to do _____. Let me explain how.
I want to tell you about my idea to make _____ better by...
I became an expert on _____. Some surprising things I learned are...
Many students believe _____. Let me tell you why you might be wrong.
I have always wondered if _____. Let me tell you about my experiment to find out more.
I want to tell you about something that happened to me that changed the way I think about...
One thing that we need to change that would improve the future is...
One common problem that I have noticed is _____. Let me tell you about my invention that will solve this.
One local/global issue that a lot of people are not aware of is _____. Let me tell you about my ideas to help solve this problem.
I have always felt that _____ is not well designed. Let me tell you my idea to improve it.

Use the space below to brainstorm about ideas. Write down every idea that you can think of, even if it's not your favorite.



Name: _____

TED Talk: Planning Booklet

Step 2: Workshop Ideas

Workshopping means testing out ideas with an audience. Choose your top three TED talk ideas and write them in the form of a descriptive sentence. For example: *I will be talking about my idea to make school better by eliminating homework, or, I will be explaining how I discovered how to build the best paper airplane.*

Write your three TED talk topics here:

Now, ask yourself three questions about each idea.

Is my idea new?

Are you telling people something you're pretty sure they have not heard before?

Is it interesting?

Think about how your idea might apply to a room full of varied kinds of people. Who might be interested in it?

Is it factual and realistic?

If you are presenting new research, make sure your idea is backed by data. If you are presenting a call to action, make sure it can be executed by members of your audience.

If you answered "no" to any of these questions, refine your idea.

Share your idea with a classmate, if they answer "no" to any of these questions, refine your idea.

Name: _____

TED Talk: Planning Booklet

Step 3: Make an Outline

There are many theories on the best structure for a great presentation. There's no single trick to it, but here is at least one structure that works well:

Start by making your audience care, using a relatable example or an intriguing idea. Use the space below to think of an intriguing 1-3 sentence **hook** that will capture your audience's attention. Example: *Have you ever thought about where your water comes from? What if I told you that it might not always be there?*

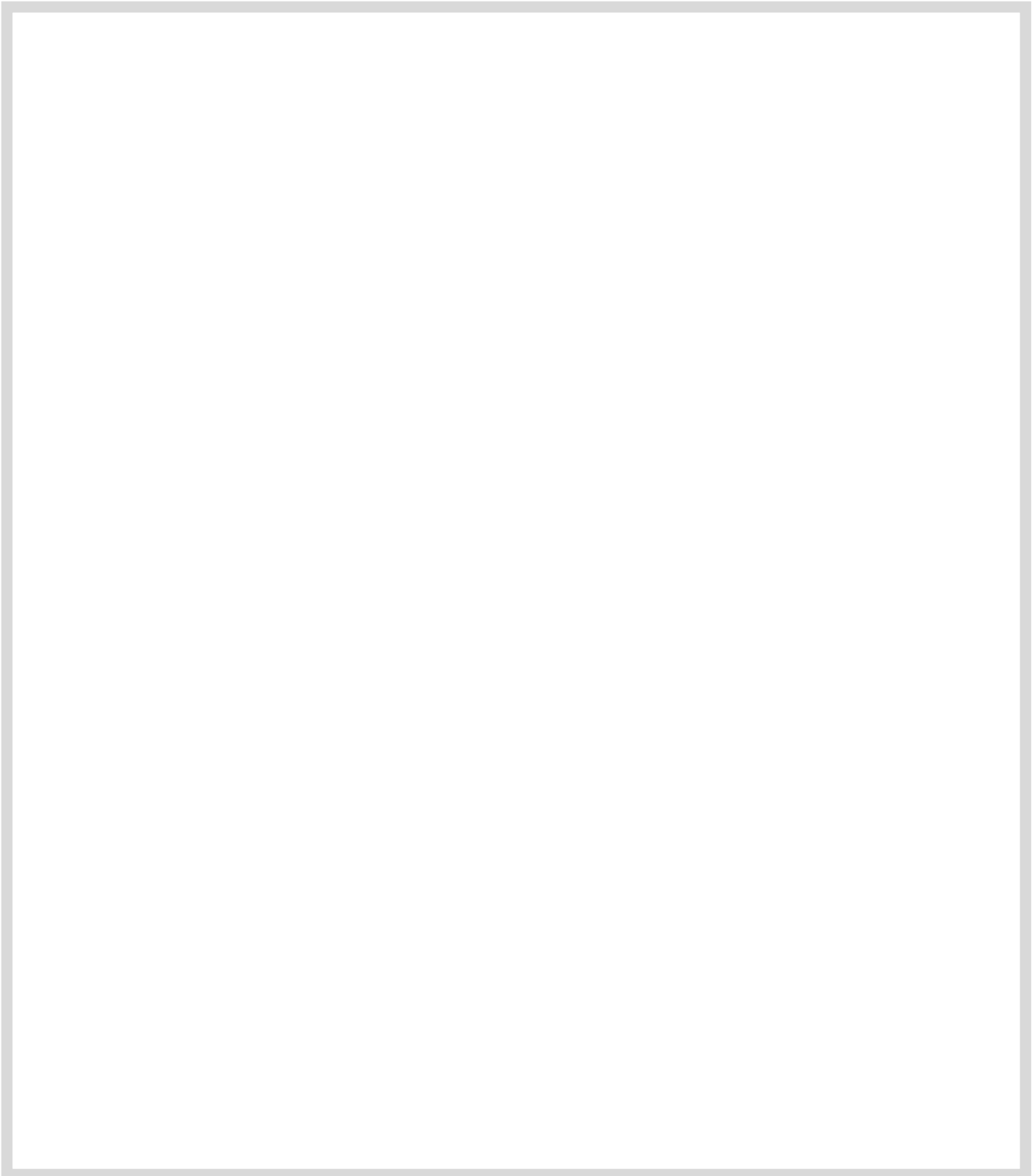
Introduce your topic by explaining your idea clearly and with conviction. If the audience is confused or if they don't care about your topic, many will stop listening.

Use the space below to think of 3-5 sentences that summarizes the main point of your talk.

Name: _____

TED Talk: Planning Booklet

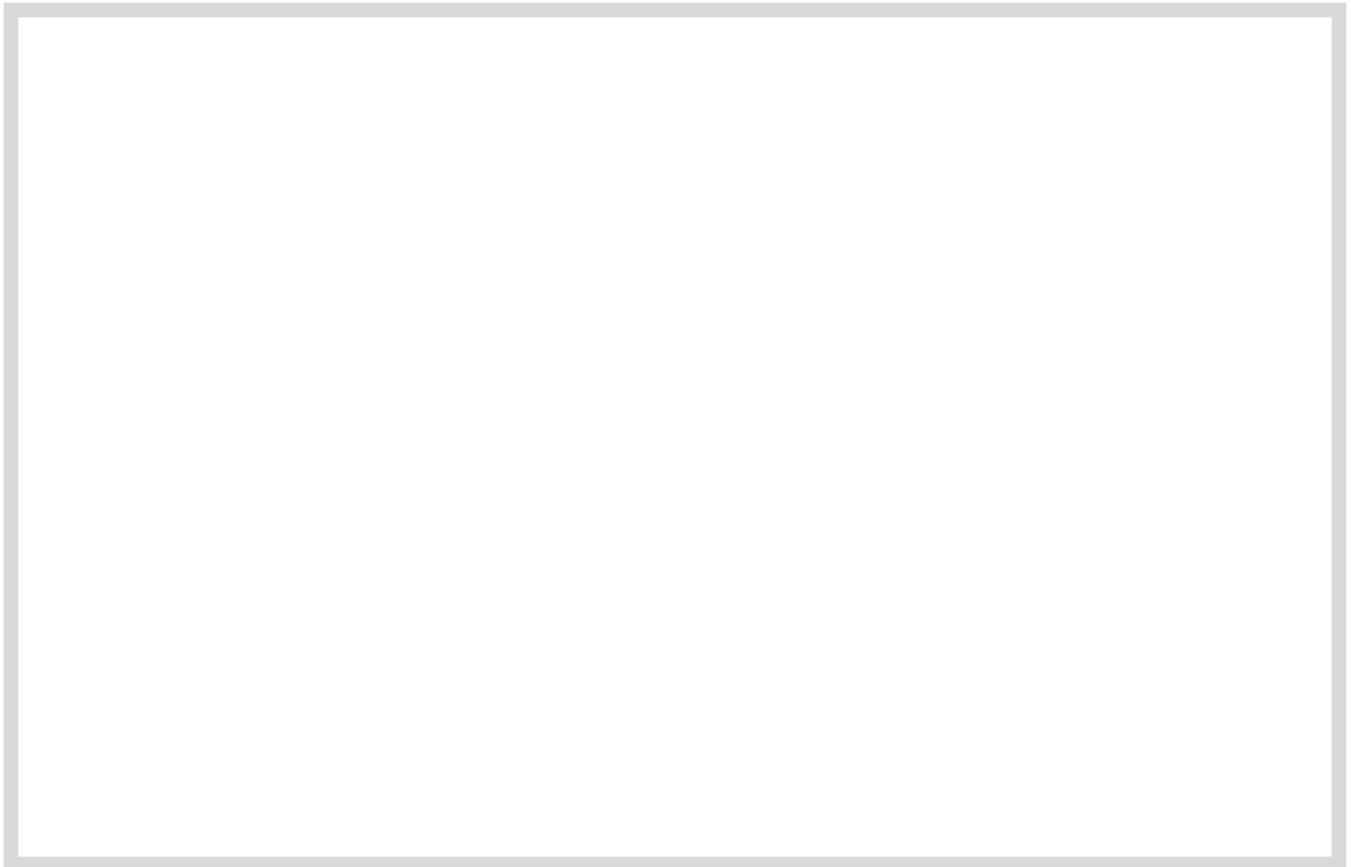
Unless you are already an expert on your topic, you will need to do some work here. You need to **collect information** about your topic through research, experimenting, inventing, designing or surveying. Use the space below to take notes as you collect information about your idea.

A large, empty rectangular box with a thin gray border, intended for students to take notes on their topic.

Name: _____

TED Talk: Planning Booklet

End by addressing how your idea could affect your audience if they were to accept it. This 3-5 sentence **conclusion** summarizes your main point and drives home your message. If possible make a personal connection with your audience linked to your idea. Example: *Do you want to live in a world that is overrun with pollution? If you answered no please join me in making my idea a reality.*



Step 4: Write Your Script

If you have an effective outline, this part is easy. Use full sentences to turn your ideas into a natural sounding script.

Your script should include all the pieces that you planned in your outline, a hook, an introduction, some information and details and an inspiring conclusion.

Writing your script may require a few different drafts to get the timing right and to make your talk sound natural.

You may wish to write the final version of your script, neatly on cue cards, so you have something that will help you remember what to say during your talk.

Name: _____

TED Talk: Planning Booklet

Step 5: Create Slides

Slides can be helpful for the audience, especially if there are images or diagrams that will help explain your idea. You don't have to use slides but if you do, limit it to 5 slides maximum. Never read off your slides during the presentation. You should already know your script.

What to include:

Images and photos: To help the audience visualize a person, place or thing you mention, you might use images or photos.

Graphs and infographics - Keep graphs visually clear, even if the content is complex. Each graph should make only one point.

What not to include:

Videos- you are the speaker, not your video

Too much writing- if your audience is reading, they are not listening.

Use the space below to make notes about what sort of slides might be useful.

Name: _____

TED Talk: Planning Booklet

Step 6: Rehearse

I've said my talk once in my head. Is that enough?

Rehearse, rehearse, rehearse! We can't stress this enough. Rehearse until you're completely comfortable in front of other people: different groups of people, people you love, people you fear, small groups, large groups, peers, people who aren't experts in your field. Listen to the criticisms and rehearse, rehearse, rehearse. Focus on talking like you're speaking to just one person in a spontaneous one-way conversation.

Posture

Practice standing still, planted firmly in one spot on stage. Have a friend watch you and stop you from pacing back and forth or shifting your weight from leg to leg.

Read your full talk in front of a partner and ask them to make notes below about **what you are doing well** and **what you can improve on**.

Timing

Time yourself. Your full talk should be 3-5 minutes. Practice with a timer. Do it until you get the timing right every time. Don't talk too fast. Practice three times and write how long it takes below.